TECHNOLOGY DEPT.

APRIL 13, 1953

35c PER COPY

BROADCASTING
TELECASTING

Detroit Public Libry
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Dec53 H-B

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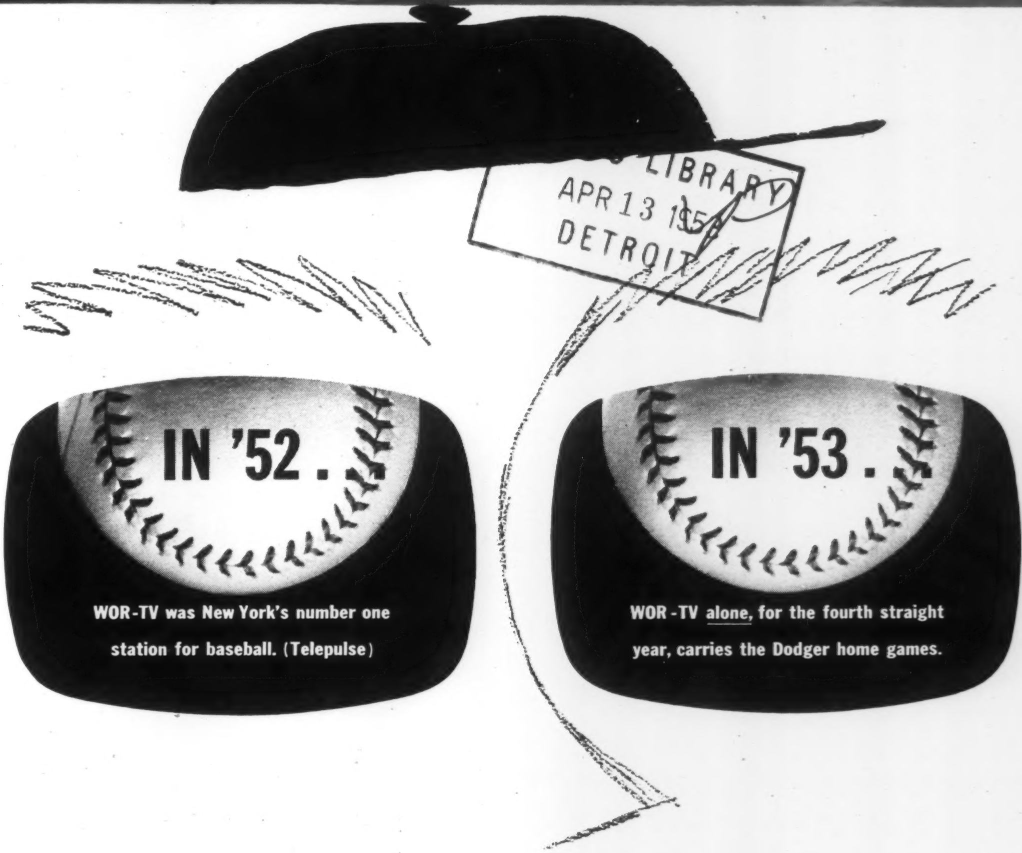
LIBRARY
APR 13 1953
DETROIT


IN '52 .
WOR-TV was New York's number one station for baseball. (Telepulse)
IN '53 .
WOR-TV alone, for the fourth straight year, carries the Dodger home games.

Dodger Sponsors

F & M Schaefer Brewing • American Tobacco Co.—Lucky Strike

Agency: BBDO

Pre and Post Game Sponsors

Bank of Manhattan ("Knothole Gang"—Happy Felton)

Agency: Kenyon & Eckhardt

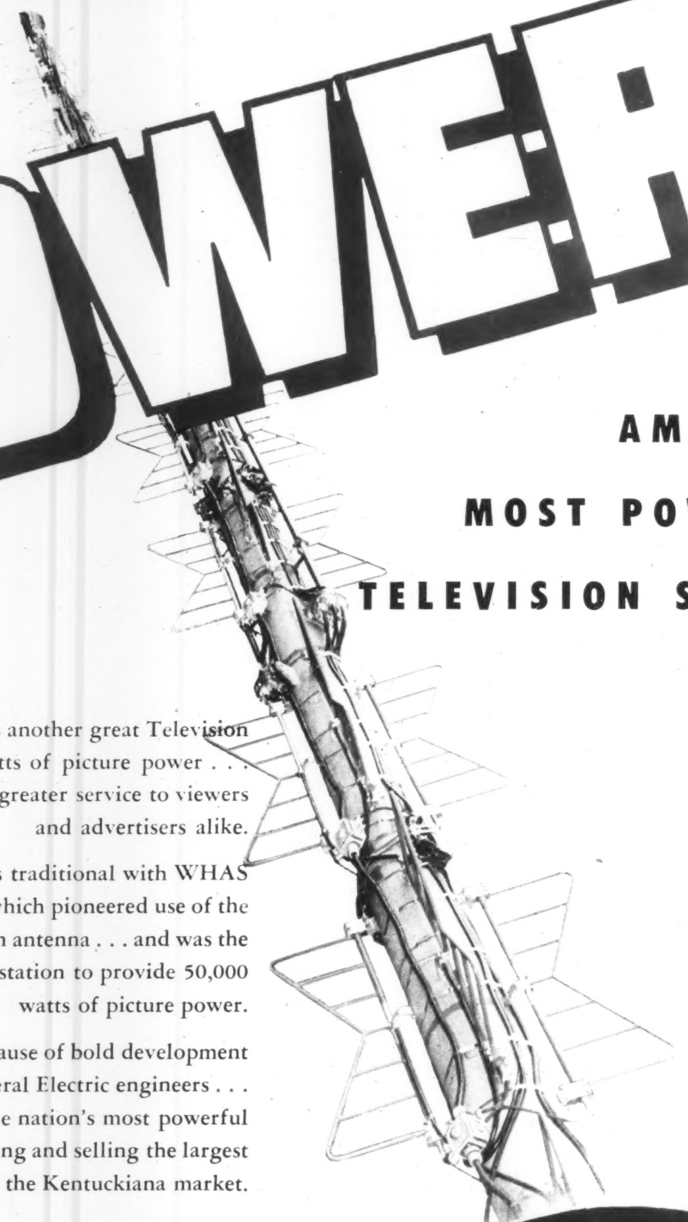
Tidewater Associated Oil ("Talk to the Stars"—Happy Felton)

Agency: Lennen & Newell

it's good to be on WOR-TV channel 9

316,000 WATTS . . .

POWER!



AMERICA'S MOST POWERFUL TELEVISION STATION

WHAS now achieves another great Television *FIRST* . . . 316,000 watts of picture power . . . 316,000 watts of greater service to viewers and advertisers alike.

This leadership is traditional with WHAS Television . . . which pioneered use of the 12-bay high gain antenna . . . and was the nation's first station to provide 50,000 watts of picture power.

First again . . . because of bold development work with General Electric engineers . . . WHAS becomes the nation's most powerful television station . . . serving and selling the largest number of viewers in the Kentuckiana market.

Channel 11
Basic CBS

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Station Manager
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

THE THREE MUSKETEERS WERE A PERFECT TEAM

SO IS

WICUTV, THE ERIE DISPATCH, WIKKAM

WHEN IT COMES TO SELLING ONE ERIE, PA. MARKET

SERVED AND SOLD by EDWARD LAMB ENTERPRISES

ERIE, PA.—WICU-TV
Headley-Reed Co.

ERIE, PA.—WIKK AM
H-R Co.

ERIE, PA.—THE ERIE DISPATCH
Reynolds-Fitzgerald, Inc.

MASSILLON, OHIO—WMAC-TV
Now under construction

TOLEDO, OHIO—WTOD AM
Headley-Reed Co.

ORLANDO, FLA.—WHOO AM-FM
Avery-Knodel, Inc.

In olden days the three Musketeers were a perfect team—In modern times the Erie Dispatch—Erie's oldest and first Newspaper—WIKK a 5000 Watts, top-rated radio station and WICU-TV—Erie's great VHF station with the best from all 4 networks are the perfect team when it comes to selling Pennsylvania's Third City and adjacent areas.

- ★ RADIO
- ★ TV
- ★ NEWSPAPER

EDWARD LAMB Enterprises INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WLEV·TV

BETHLEHEM
ALLENTOWN • EASTON
PENNSYLVANIA

PRIME PROFIT MARKET

WLEV-TV, in the center of Pennsylvania's rich Lehigh Valley, reaches out to capture a king's share of this consistently prosperous industrial and farm area. The people in the WLEV-TV area are a prime target for advertising. Each year, for example, they spend $281,832,000 for food —$23,526,000 for drug items.

For bigger sales . . . for profitable advertising . . . buy WLEV-TV, the only medium to reach this entire prime profit market. Top time available now. Write for information.

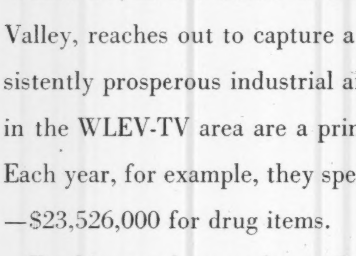
A Steinman Station

1,047,110
people

$1,037,542,000
retail sales

$281,832,000
food sales

NBC
TV • Affiliate


Nazareth
Bath
Tatamy
Easton
Phillips.
Northampton
N. Catasauqua
Catasauqua
Coplay
Egypt
Wilson
Fullerton
Allentown
Bethlehem
Alpha
Freemansburg
Hellertown
LEHIGH VALLEY

Represented by

MEEKER TV, INCORPORATED

New York
Chicago
Los Angeles
San Francisco

closed circuit®

SERIOUS consideration is being given to rotating chairmanship on FCC to solve present dilemma. If this White House plan prevails, either new Comr. John C. Doerfer or Vice Chmn. Rosel H. Hyde will be first at bat, to serve for perhaps one year. It appears definite now that chairmanship is toss-up between Messrs. Hyde and Doerfer, with former holding widespread communications and Congressional support but with "clean-sweep" advocates of new administration favoring newcomer Doerfer.

★ ★ ★

MUSHROOMING demand for authentic TV circulation data showing number of video homes by city, county and state is expected to speed drafting of proposed survey formula under NARTB auspices. TV board of association slated to act on formula in June, with fast field work to follow if idea is approved.

★ ★ ★

WISCONSIN's militant Sen. McCarthy is on FCC's neck again. Incensed over FCC consideration of Milwaukee Ch. 10 situation [B•T, April 6] same day that Senate was considering confirmation of Wisconsin nominee John C. Doerfer for FCC, he has assigned his crack investigator, E. C. Rogers, to case. Evidently he feels that Mr. Doerfer, as Wisconsin native, would have first-hand information on bid of WISN for educational facility and that Democratic Commission should not have rushed action denying WISN plea. Out-going Comr. Merrill forced issue, supported by Democratic majority.

★ ★ ★

McCARTHY investigation is second "on the ground" study of FCC activities currently underway by Congressional committees. Rep. Clare E. Hoffman (R-Mich.), chairman of House Government Operations Committee, has had investigator rummaging through FCC administrative files for days.

★ ★ ★

LAST Friday was quasi-broadcast day at White House. Among conferees with President Eisenhower were: Harry C. Butcher, KIST KEYT (TV) Santa Barbara, Calif., former naval aide to wartime ETO commander (side-door appointment); Roy Roberts, president, *Kansas City Star* (WDAF-AM-TV); Eugene C. Pulliam, *Indianapolis Star* (WIRE) and Republican national committeeman.

★ ★ ★

JUNKET BRAND FOODS, Little Falls, N. Y., through McCann-Erickson, N. Y., planning to start its annual radio spot announcement drive in late spring in southern markets and in northern areas. Ten-week campaign, it is thought, will run in about same number of markets—75—as were used last year.

★ ★ ★

LILLIAN SELB, business manager of Radio-TV department of Foote, Cone & Belding, N. Y., has resigned effective today (Monday). She reportedly will be succeeded by Arthur Pardoll, radio-TV contracts, Sullivan, Stauffer, Colwell & Bayles, N. Y. Miss Selb, who has been with FC&B for past 11 years expects to vacation on West Coast and announce her plans in near future.

★ ★ ★

FCC WRESTLED again last week with project for revamping processing lines on TV hearings to give first priority to big markets having but one TV service. Alternative proposal discussed was setting up of two processing lines, to run simultaneously, one to cover big markets only and other so-called "white areas" having no primary service. Staff contentions that this procedure would slow down uhf development by expediting vhf in larger markets are causing concern. Discussion, precipitated by Comr. Robert T. Bartley, went over for consideration this week.

★ ★ ★

ALTHOUGH FCC has three different projects underway on "strike" applications in TV, ranging from blocks to blackmail, it has experienced difficulty in developing foolproof case which might be turned over to Dept. of Justice for prosecution. Last week it was apprised of new case in important Southern non-television market where merger deal had been evolved by two early applicants. There were signs that FCC might go all-out promptly.

★ ★ ★

CHAIRMAN CHARLES W. TOBEY (R-N. H.) of Senate Commerce Committee still feels there's merit in idea of charging radio and television stations fee for their licenses. Asked whether he would favor charging newspapers similar fee for preferred mailing privileges he made no comment.

★ ★ ★

COMPLETION of radio-TV coverage plans for Kentucky Derby expected any day, with CBS and Red Cross discussing plans. Red Cross would receive all income if famed race is sponsored, Derby officials having turned over radio-TV rights without strings. So far CBS reportedly has no client for $250,000 TV fee originally fixed by Derby officials, nor could it sell Derby-Preakness-Belmont stakes "Triple Crown" TV package for $500,000. Gillette sponsored last year.

★ ★ ★

REPORTS LINKING Frank P. Schreiber, general manager of *Chicago Tribune* stations (WGN-AM-FM-TV) with WPIX (TV) management were dispelled last week with logical explanation that Mr. Schreiber sits on board of WPIX, which is member of McCormick family. Successor to G. Bennett Larson, WPIX vice president who becomes president-general manager and part owner of KDYL-AM-TV Salt Lake City [B•T, April 6], is under consideration but appointment not expected, probably until after sale of KDYL properties by Sid Fox and associates to Time Inc. and Mr. Larson receives FCC approval.

IN THIS ISSUE

LEAD STORY

Reports that some stations have granted preferential rates to General Mills and Anacin prompt agencies for other clients to ask for same concessions. *Page 27.*

FACTS & FIGURES

TV network gross billings are up, but there are fewer advertisers represented than there were a year ago. *Page 30.*

New survey shows how TV set ownership is divided among geographical, educational, occupational and economic groups. *Page 32.*

TRADE ASSOCIATIONS

Two more workshop panels set for NARTB convention. *Page 42.*

GOVERNMENT

Three TV grants held up on question of whether other interests would suffer economic injury. *Page 48.*

Senate pressure to keep non-commercial, educational TV reservations on ice will come to head this week at open hearing. *Page 54.*

STATIONS

Birmingham News Co. buys WAPI, WAFM (FM) and WAFM-TV Birmingham for a net in excess of $1.5 million, with gross at $2.4 million. *Page 57.*

FEATURES

How Columbia U. makes its educational programs pay off. *Page 77.*

An agency expert tells how to cut costs in TV film commercials. *Page 78.*

Design for an expanding AM-TV station. *Page 84.*

Binaural broadcasting: Is two-dimensional radio about to catch hold? *Page 86.*

EDUCATION

Annual Ohio State Institute for Education by Radio-Television meets this week. *Page 96.*

AWARDS

Radio-TV winners of Sigma Delta Chi awards. *Page 98.*

Ohio State radio-TV awards. *Page 100.*

BROADCASTING • TELECASTING wins special award from American Heritage Foundation for its support of get-out-the-vote drive. *Page 101.*

UPCOMING

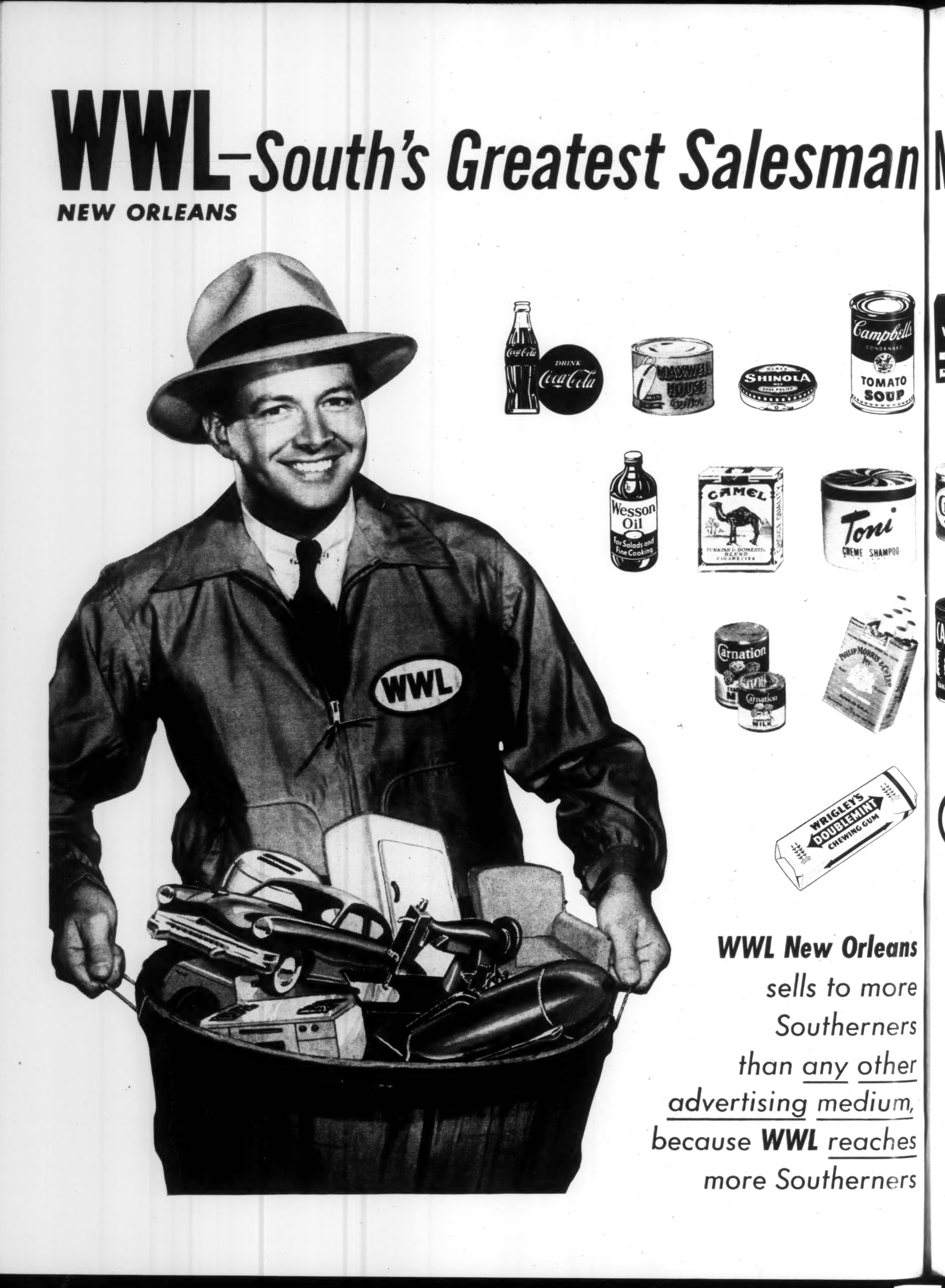
April 14-15: Color TV Demonstrations for House Commerce Committee, Princeton, N. J., and New York.

April 15-17: RTMA Conference Board Meeting and Joint Session with Canadian RTMA, Ambassador Hotel, Los Angeles.

April 16: Educational TV Hearing, Senate Commerce Committee and FCC, U. S. Capitol, Open.

April 16-19: 23rd Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

(For other Upcomings, see page 121)



WWL–South's Greatest Salesman

NEW ORLEANS

WWL
Coca-Cola
DRINK Coca-Cola
MAXWELL HOUSE Coffee
SHINOLA
Campbell's CONDENSED TOMATO SOUP
Wesson Oil For Salads and Fine Cooking
CAMEL TURKISH & DOMESTIC BLEND CIGARETTES
Toni CREME SHAMPOO
Carnation MILK
PHILIP MORRIS
WRIGLEY'S DOUBLEMINT CHEWING GUM

WWL New Orleans
sells to more
Southerners
than any other
advertising medium,
because **WWL** reaches
more Southerners

Moves All These Famous Brands . . .

4 WAY COLD TABLETS
RITZ
IVORY
Lipton TEA
Pepsi-Cola
FLEISCHMANN'S ACTIVE DRY YEAST
Crisco
LUCKY STRIKE
Rinso
AJAX CLEANSER
HALO SHAMPOO
COLGATE
Chesterfield CIGARETTES
LUX FLAKES
CALUMET BAKING POWDER
NEW FAB
Alka-Seltzer
Softex
Lady Borden ICE CREAM
STERLING IODIZED SALT
Pillsbury's BEST XXXX Flour
Esso
St. Joseph ASPIRIN
MEXSANA Medicated Powder
CREAM OF WHEAT
VETO
Gillette BLUE BLADES
Bactine

- 50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.
- Highest ratings earned by brightest CBS stars and home-grown personalities.
- Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South's Greatest Salesman, Sell for You!

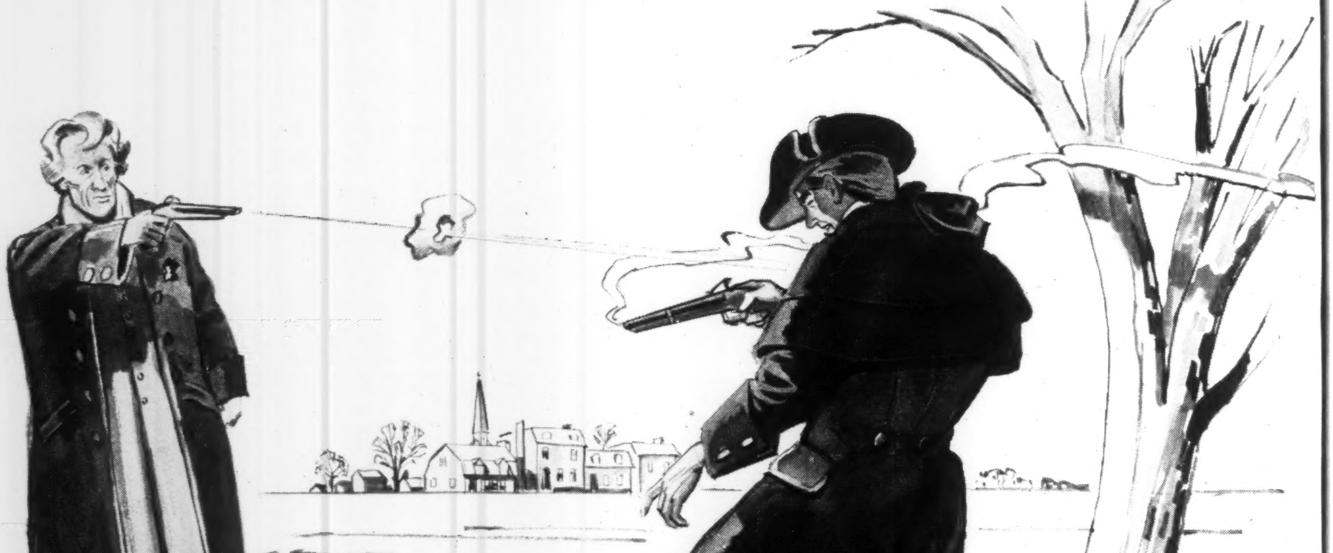
WWL

NEW ORLEANS

CBS Radio Affiliate 50,000 Watts Clear Channel

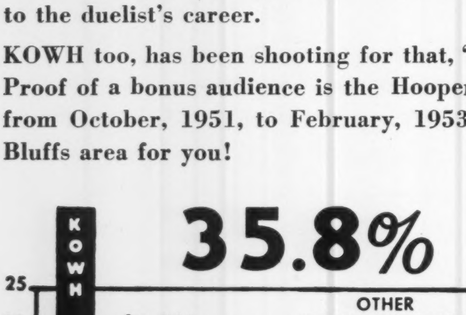
A Department of Loyola University • Represented Nationally by the Katz Agency

All It Took was Something Extra...



. . . To save Andrew Jackson's life in a duel with Tennessee's best pistol shot. When Andy faced his opponent in a great-coat several sizes too large, the marksman misjudged his target, and only wounded him. Jackson's return fire wrote *finis* to the duelist's career.

KOWH too, has been shooting for that, "Something Extra", and scoring a solid hit. Proof of a bonus audience is the Hooper averaged below for the 16-month period from October, 1951, to February, 1953. Let KOWH bullseye the Omaha-Council Bluffs area for you!



- ***Largest total audience*** **of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru Feb., 1953.)**
- ***Largest share of audience,*** **in any individual time period, of any independent station in all America! (Feb., 1953.)**

KOWH
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

United Artists TV Expands, Realigns Sales Staff

LARGE SCALE expansion and realignment of United Artists Television sales staff, attributed to company's increased activities and future plans, announced Friday by George T. Shupert, vice president and general manager of UA-TV.

Bob Gaertner, assistant to Mr. Shupert, assumes responsibilities of business manager, in addition to present assignment. Other changes: Milton Olin of UA-TV sales staff and Nat V. Donato, formerly eastern sales manager of Guild Films, named divisional sales managers sharing Northeastern and Middle Atlantic states and Canada; Robert W. (Pat) O'Brien, Chicago manager, promoted to midwestern sales manager; Bomar Lowrance & Assoc. named UA-TV South and Southwest representatives.

Value of Radio-TV Output Shows Increase for Year

TOTAL value of radio and TV set production in 1952 was $1,298,847,000 (manufacturers value), according to Radio-Television Mfrs. Assn., compared to $1,272,922,897 in 1951. Radio output in 1951 consisted of 12,627,362 sets valued at $315,936,597. Radio output in 1952 consisted of 10,934,872 sets valued at $249,847,000.

TV output in 1951 consisted of 5,384,798 sets worth $956,986,300 compared to 6,096,279 sets worth $1,049,000,000 in 1952.

Revised estimates show 1952 radio production consisted of 4,043,128 home sets, 1,929,036 clock radios, 1,719,859 portables and 3,242,849 auto radios.

RTMA estimated 1,177,195 TV sets were sold at retail in first two months of 1953, including 537,122 sets in February and 640,073 sets in January (see TV and radio shipments to dealers page 32). Radio sales totaled 922,253 units for the two months, 507,527 in February and 414,726 in January.

Landau Sales for TV Formed in New York

FORMATION of new TV syndication firm, Landau Sales for Television Inc., announced Friday by Ely Landau, president of Ely Landau Inc., New York, TV production company. Unusual twist to development, according to Mr. Landau, is that Pathe Labs and major (unnamed) film investment syndicate are supplying part of funds for production of several TV series by Ely Landau Inc., which LST will distribute. He noted that this marks first time major film groups have invested in TV films prior to their sale.

Ely Landau Inc. currently completing production of 39 weeks each of Bill Corum *Sports Life* series; *The Passerby* dramatic series; *Man's Heritage*, and *Wendy Barrie Visits* programs. They will be sold and distributed by LST, along with properties acquired from other production firms.

Immediate plans, according to Mr. Landau, are for force of 24 representatives in key U. S. cities to handle LST products. Headquarters for LST, as well as Ely Landau Inc., are at 101 West 55th St., N. Y.

RADIO BEST RECRUITER

TRIBUTE was paid to radio as recruiting agency for Ground Observer Corps Friday as U. S. Air Force announced that six-part, transcribed radio series, transcription featuring spot announcements by dignitaries in all walks of life, and new GOC song, "Keep Your Eyes on the Skies," will be made available this week to radio stations in 36 GOC states. Crediting radio, through The Advertising Council, with encouraging increase in GOC volunteers, Gen. Nathan F. Twining, vice chief of staff of U. S. Air Force, said majority of new members indicated "they were motivated to join by radio announcements," and expressed hope "for same cooperation in the future."

Rogers Heads NARTB Small Market TV Panel

W. D. (Dub) ROGERS Jr., KDUB-TV Lubbock, Tex., named chairman of Small Market Television Panel to be held during NARTB April 28-May 1 convention at Los Angeles (early story page 42). Mr. Rogers replaces Wayne Coy, KOB-TV Albuquerque, who will be unable to preside because of illness. Panel will be held Wednesday, April 29, 2:15 p.m.

Other members of panel are Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; James D. Russell, KRTV (TV) Colorado Springs; Gaines Kelley, WFMY-TV Greensboro, N. C., and Robert Lemon WTTV (TV) Bloomington, Ind.

New satellite session scheduled during convention week is meeting of presidents of state broadcasters' associations. D. E. Jayne, WELL Battle Creek, Mich., called meeting as chairman of state association steering committee. Session will be held Tuesday, April 28, at 10:30 a.m. in Biltmore Hotel. Harold E. Fellows, NARTB president, will represent association at meeting.

Several other convention panels completed by NARTB. They are:

Labor (Thurs., 3:15-4 p.m.)—Leslie C. Johnson, WHBF Rock Island, Ill., chairman; Richard A. Moore, KTTV (TV) Los Angeles; Victor C. Diehm, WAZL Hazleton, Pa.; Joseph A. McDonald, NBC; Victor A. Sholis, WHAS Louisville.

Radio Programming (Thurs., 3:15-4 p.m.)—William D. Pabst, KFRC San Francisco, chairman; George H. Clinton, WPAR Parkersburg, W. Va.; Jack L. Pink, KONO San Antonio; Barney Schwartz, KPRL Paso Robles; William B. Quarton, WMT Cedar Rapids.

Radio Merchandising (Thurs., 4-4:45 p.m.)—John M. Outler Jr., WSB Atlanta, chairman; Ben Ludy, WIBW Topeka; Jay B. Rhodes, KIBE Palto Alto, Calif.; Lee W. Jacobs, KBKR Baker, Ore.

Grossman Duties Increased

HENRY GROSSMAN, assistant to Frank B. Falknor, CBS-TV vice president in charge of operations, given additional responsibilities in new post of operations for television. Following New York operating groups will report to him: Network operations, film service operations, productions operations, technical operations and new effects development.

• BUSINESS BRIEFLY

PLYMOUTH SIGNS ABC SHOW • Plymouth Div. of Chrysler Motor Corp. signs to sponsor ABC-TV's new *ABC Album* series (Sunday, 7:30-8 p.m. EST) in what network termed "one of the largest television sales since the merger of ABC with United Paramount Theatres." Contract understood to represent estimated $250,000. Plymouth will sponsor in 32 markets for nine weeks starting April 26, when program, which started last night (Sunday) as first major new series since ABC-UPT merger, will be retitled *Plymouth Playhouse*. Agency for Plymouth: N. W. Ayer & Son.

LIPTON IN 45 MARKETS • Lipton's Tea, N. Y., compiling its list of radio stations for six-week campaign to start some time in June. About 45 radio markets will be used, with several television cities to be included. Agency: Young & Rubicam, N. Y.

SUMMER SERIES FOR WILLYS • Willys-Overland Motors reportedly near signing for 23-week summer series of 90-minute Sunday musical programs on CBS Radio upon expiration of, and in 2:30-4 p.m. period now occupied by, its New York Philharmonic broadcasts. Series will present recordings of world's leading music festivals and presumably will start early May. Willys agency: Ewell & Thurber Assoc., N. Y.

RE-EVAULATE FOR PERTUSSIN • Erwin, Wasey & Co., N. Y., for its client Pertussin, whose present radio campaign ends mid-April, re-evaluating its station coverage, based on Neilsen reports, for next fall's schedule. Radio and television are being reconsidered. Budget re-evaluation will be presented to advertiser some time in June.

SPOTS FOR TETLEY • Tetley Tea Co., N. Y., expecting to place radio spot announcement campaign starting May 4 for 17 weeks in several major markets. Agency: Geyer Inc., N. Y.

BIRDSEYE DRIVE • Birdseye Frozen Chicken, through Young & Rubicam, N. Y., planning radio-TV campaign to start sometime in May for eight weeks in seven markets.

KWBW APPOINTS TAYLOR • KWBW Hutchinson, Kan., NBC affiliate, to be represented by O. L. Taylor Co. effective yesterday (Sunday), Mrs. Bess Marsh Wyse, station president, announced. Station is on 1450 kc with 250 w fulltime.

Zenith to Ask Court To Vacate Ch. 2 Decision

FCC's order denying Zenith Radio Corp. hearing on petition for permission to operate commercial TV outlet on Ch. 2 in Chicago was branded by E. F. McDonald Jr., Zenith president, as "arbitrary and unjust" Friday (see story, page 52). Comdr. McDonald said his company intends to ask courts to vacate decision and has so notified the commission.

Comdr. McDonald noted Zenith operated experimental station on Ch. 2 in Chicago since 1939 and had its application for commercial operation on file since 1948.

Slanted to summertime living and listening in Atlanta

WAGA is FIRST in out-of-home Listening in Atlanta*

WAGA has more out-of-home listeners day and night, seven days a week than any other station.

Of the 72 quarter-hour periods 6 a.m. to midnight Monday through Friday WAGA had 40 firsts, station "A" 8 firsts, station "B" 8 firsts, station "C" 2 firsts and station "D" one first. There were 13 ties.

Out-of-home or in-the-home, WAGA gives you more listeners per dollar than any other Atlanta station.

**According to the Pulse of Atlanta survey of out-of-home listening, February, 1953.*

Light and lively music, baseball, Perry's kitchen with menus and recipes emphasizing outdoor living —when the first warm days roll around WAGA listeners will find our programs designed for summertime listening and living.

Alert advertisers who want to keep summer sales high will take advantage of this special summertime programing.

waga

CBS radio in Atlanta

Represented Nationally by the Katz Agency, Inc.
TOM HARKER, National Sales Director, 488 Madison Ave., New York 22
BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

STORER BROADCASTING COMPANY

at deadline

1 Share Time, 2 Merger Bids Filed; Other FCC Activity

MERGERS of competing TV applicants for vhf Ch. 2 at Springfield, Ill., and uhf Ch. 41 at Albany, N. Y., share-time proposal for vhf Ch. 11 at Minneapolis-St. Paul and four new TV station bids reported by FCC Friday. Four transfers filed, including sales of KONA (TV) Honolulu and WBRC Birmingham (see story page 57). FCC also finalized Conelrad rules, effective May 15. Plan allows cooperating AM stations to remain on air during enemy air attack but minimizes "homing" potential of radio signals.

Merger and share-time requests:

Springfield, Ill.—WMAY-TV Inc., 60% owned by WMAY there, drops vhf Ch. 2 bid, acquires 30% holding in remaining uncontested Ch. 2 bid of Sangamon Valley TV Corp. WTAX Springfield retains 30% holding in Sangamon. WSOY Decatur, Ill., gains 11% interest in Sangamon. WTAX and WMAY to remain competitive operations.

Albany, N. Y.—WOKO dismisses uhf Ch. 41 bid, acquires 49%-plus option in uncontested bid of WROW. WOKO would be sold.

Minneapolis-St. Paul—WTCN and WMIN, competitors for vhf Ch. 11, amend to specify share-time operation. Amended bids are uncontested with withdrawal of Meredith Engineering Co. request for Ch. 11.

New TV applications:

Weslaco, Tex.—KRGV requests vhf Ch. 5 with effective radiated power of 28.8 kw visual and 14.4 kw aural, antenna height above average terrain 752. Replaces application dismissed earlier.

Casper, Wyo.—KSPR seeks vhf Ch. 2, ERP 1.386 kw visual and 0.692 kw aural, antenna minus 6.38 ft.

Paducah, Ky.—Paducah TV Co. seeks uhf Ch. 43, ERP 174 kw visual and 88 kw aural, antenna 482 ft. Firm is headed by Irving Geist, New York clothing manufacturer, and Francis Chorin, New York investor.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station (public school and community venture) seeks reserved educational, non-commercial vhf Ch. 13, ERP 60.3 kw visual and 30.2 kw aural, antenna 616 ft.

Transfer requests:

KONA (TV) Honolulu, now off air, asks consent to transfer control of Radio Honolulu Ltd., permittee, through sale by Herbert M. Richards of 85% for $60,488 to principals in KPOA and KGU. KPOA to be disposed of after grant [B•T, March 16]. KGU and KPOA groups also to buy 15% held by minority stockholders at 80% of par. KONA reported current assets of nearly $3,300, current liabilities nearly $166,500. KONA plans to ask change from Ch. 11 to Ch. 4. KPOA and KGU drop bids for Ch. 4, newly sought by American Broadcasting Stations Inc., vhf Ch. 2 grantee at Cedar Rapids, Iowa (WMT).

WTVU (TV) Scranton, Pa.—Seeks assignment of permit from partnership to new corporation owned by Mr. and Mrs. Frank J. Collins. Dahl W. Mack and Henry J. Geist withdraw, receiving $16,100 and $9,800 respectively.

WSB-AM-FM-TV Atlanta, Ga.—Asks approval to relinquishment of control by James M. Cox Jr., trustee of certain voting stock for mother and two sisters, as result of conversion of preferred stock to common stock held by other stockholders and issuance of new stock. Corporate reorganization is in accord with 1950 merger of *Atlanta Journal* and *Constitution*.

Other TV application dismissals:

Abilene, Tex.—KWKC drops bid for vhf Ch. 9, leaving uncontested bid of KRBC.

St. Louis, Mo.—Meredith Engineering Co. drops bid for vhf Ch. 4, leaving KXOK, KMOX, KWK and Missouri Valley TV Co. still pending.

Rochester, N. Y.—Meredith Engineering drops bid for uhf Ch. 15, leaving WGVA Geneva, N. Y., and WARC still pending.

Granted power changes and STAs:

KAFY-TV Bakersfield, Calif.—Granted change in ERP from 20.5 kw visual and 11 kw aural to 19 kw visual and 10.5 kw aural. Uhf Ch. 29.

KTXL-TV San Angelo, Tex.—Granted change in ERP from 11 kw visual and 5.5 kw aural to 27.5 kw visual and 15.5 kw aural. Vhf Ch. 8.

WMTV (TV) Milwaukee—Granted ERP change from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 9.1 kw aural. Uhf Ch. 19.

WIBM-TV Jackson, Mich. — Granted ERP change from 215 kw visual and 110 kw aural to 19 kw visual and 9.6 kw aural. Uhf Ch. 48.

WLOK-TV Lima, Ohio—Granted ERP decrease from 20 kw visual and 11 kw aural to 16 kw visual and 8.3 kw aural. Uhf Ch. 73.

WWNY-TV Watertown, N. Y.—Granted ERP boost from 185 kw visual and 100 kw aural to 235 kw visual and 120 aural. Uhf Ch. 48.

KELO-TV Sioux Falls, S. D.—Granted ERP change from 57 kw visual and 29 kw aural to 55 kw visual and 33 kw aural. Vhf Ch. 11.

WCOV-TV Montgomery, Ala.—Uhf Ch. 20 grantee, issued STA to commence commercial operation effective April 8.

WPAG-TV Ann Arbor, Mich.—Grantee uhf Ch. 20, issued STA commence commercial operation effective April 3.

KVEC-TV San Luis Obispo, Calif.—Vhf Ch. 6 grantee, issued STA commence commercial operation effective April 8.

Two new FM applications filed, one by KIND Independence, Kan., for Ch. 226 and one by Northeast Radio Corp., Ithaca, N. Y., for Ch. 279.

ALL CLEAR

TACOMA, Wash., viewers of KTNT-TV now are regularly hearing what they see on their screens. Previously, there had been instances where the relationship of audio to video of KTNT-TV was nebulous to say least [B•T, April 6]. Reason was that one of harmonics of KISW (FM) Seattle fell in picture channel of KTNT-TV. Action two weeks ago by Seattle FM station in installing harmonic trap to filter out disturbing radiations cleared up disturbing situation.

KGIL Control Purchased

CONTROL of KGIL San Fernando, Calif., acquired for $54,000 by group headed by William B. Dolph, executive vice president of WMT Cedar Rapids, Ia., and Herbert L. Pettey [B•T, March 23]. Their associates in purchase include E. P. Franklin; Fulton Lewis, jr.; ex-Sen. D. Worth Clark of Idaho, and Herbert M. Bingham, all stockholders in KJBS San Francisco. In addition purchasing group includes Stanley G. Breyer, KJBS commercial manager; Russell Quisenberry and John Tuttle, San Fernando businessmen.

Deal involves purchase of entire holdings of 1,325 shares common voting stock of Faye J. Smalley Jr., KGIL president-general manager, and half of 1,450 shares preferred non-voting stock held by Howard P. Gray, vice president-commercial manager who becomes general manager on FCC approval of sale. Mr. Smalley remains as consultant. Sale negotiated by Albert Zugsmith & Assoc., Hollywood.

KRTV (TV) Names McDonald

PATT McDONALD, long manager of WHHM Memphis, named by Kenyon Brown, KRTV (TV) Little Rock president, to be general manager of first Arkansas station. KRTV started telecasting April 5 on uhf Ch. 17, with CBS-TV affiliation. Mr. McDonald is former member of NARTB board for small stations and served on several NARTB committees. He is native Texan and has managed KWFC Hot Springs, Ark., KCUL Fort Worth and other Texas stations, having been in broadcasting 16 years.

PEOPLE

RICHARD T. CONNOLLY, assistant director of Young & Rubicam radio and TV publicity department, on April 20 will join NBC as director of press department, Sydney Eiges, vice president in charge, is announcing today (Monday). He replaces **FRANK YOUNG,** for whom future plans will be announced later.

WILLIAM C. GOEGHEGAN, vice president, Compton Adv., N. Y., to Sherman & Marquette, same city, as vice president.

ALFRED LORBER, assistant to the general attorney of Celanese Corp. of America, named assistant to Norman A. Adler, general attorney for Columbia Records, N. Y.

TED WALLOWER, timebuyer with Bermingham, Castleman & Pierce, N. Y., to Harry B. Cohen Adv., N. Y., in same capacity.

PAUL KELLER, for past three years assistant research director of N. Y. office, N. W. Ayer & Son, to ABC research department as supervisor of ratings. He formerly was research analyst with Biow Co., N. Y.

ADNA H. KARNS, vice president and general manager of Air Trails Network (WING Dayton, WIZE Springfield, WCOL Columbus), elected president of Ohio Assn. of Radio & Television Broadcasters.

ARB to Show Uhf Homes In Joint Uhf-Vhf Cities

SERIES of quarterly surveys showing percentage of television homes and percentage having uhf receiving equipment in joint uhf-vhf cities started by American Research Bureau. James W. Seiler, head of bureau, said surveys were taken for first week in April and figures will be available to subscribers within week or 10 days on confidential basis. Data also will show station most viewed in each market.

Cities covered in first survey include Wilkes-Barre, York, Reading and Allentown-Bethlehem, Pa.; Atlantic City, N. J.; Springfield, Mass.; Youngstown, Ohio; Peoria, Ill.; South Bend, Ind.; Mobile, Ala.; Roanoke, Va. Other cities will be added as they enter joint uhf-vhf category.

KYNO-TV Plans Fall Start

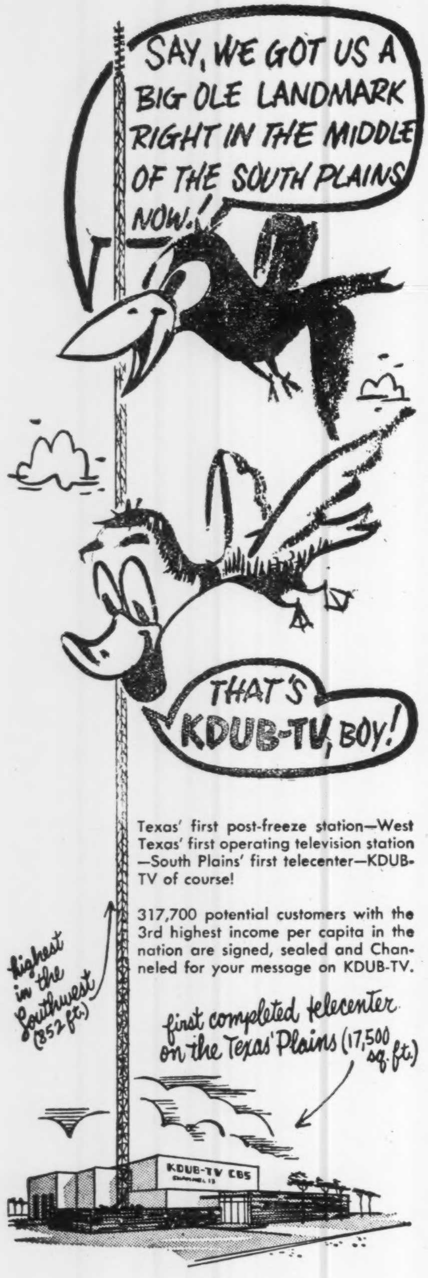
GENE CHENAULT, general manager of KYNO Fresno, said Friday mid-fall starting date is contemplated for uhf Ch. 47, granted last week (see early story page 52). RCA equipment will be installed on "high priority," he said, but no discussions yet have been held regarding either network affiliation or national representative. Mr. Chenault said J. E. O'Neill had designated him general manager of TV operation. Charles Theodore, formerly with Paramount-KTLA (TV) Los Angeles, becomes operations supervisor. He, along with Bert Williamson, of KYNO, who will be in technical charge, will supervise installation of new TV station.

Indian's Games on WBEN-TV

WBEN-TV Buffalo will telecast 15 games of Cleveland Indians baseball team, with 10 games on Saturdays, four on Sundays and Labor Day game. Schedule runs from April 25 to Sept. 27. Sponsors are Frontier Oil Refining Co. and Nick Delgato Appliances, Buffalo.

Admiral Sales

ADMIRAL Corp. sales for first quarter of 1953 exceeded $67 million, second highest in company's history, Frank H. Uriell, vice president, advised stockholders.


SAY, WE GOT US A BIG OLE LANDMARK RIGHT IN THE MIDDLE OF THE SOUTH PLAINS NOW!
THAT'S KDUB-TV, BOY!
highest in the Southwest (852 ft.)
first completed telecenter on the Texas' Plains (17,500 sq. ft.)
KDUB-TV CBS
CHANNEL 13

Texas' first post-freeze station—West Texas' first operating television station—South Plains' first telecenter—KDUB-TV of course!

317,700 potential customers with the 3rd highest income per capita in the nation are signed, sealed and Channeled for your message on KDUB-TV.

W. D. "Dub" Rogers—President
Mike Shapiro—Commercial Mgr.

Effective Power
35,000 Watts Visual
17,500 Watts Aural

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

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BROADCASTING *
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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*Reg, U.S. Patent Office

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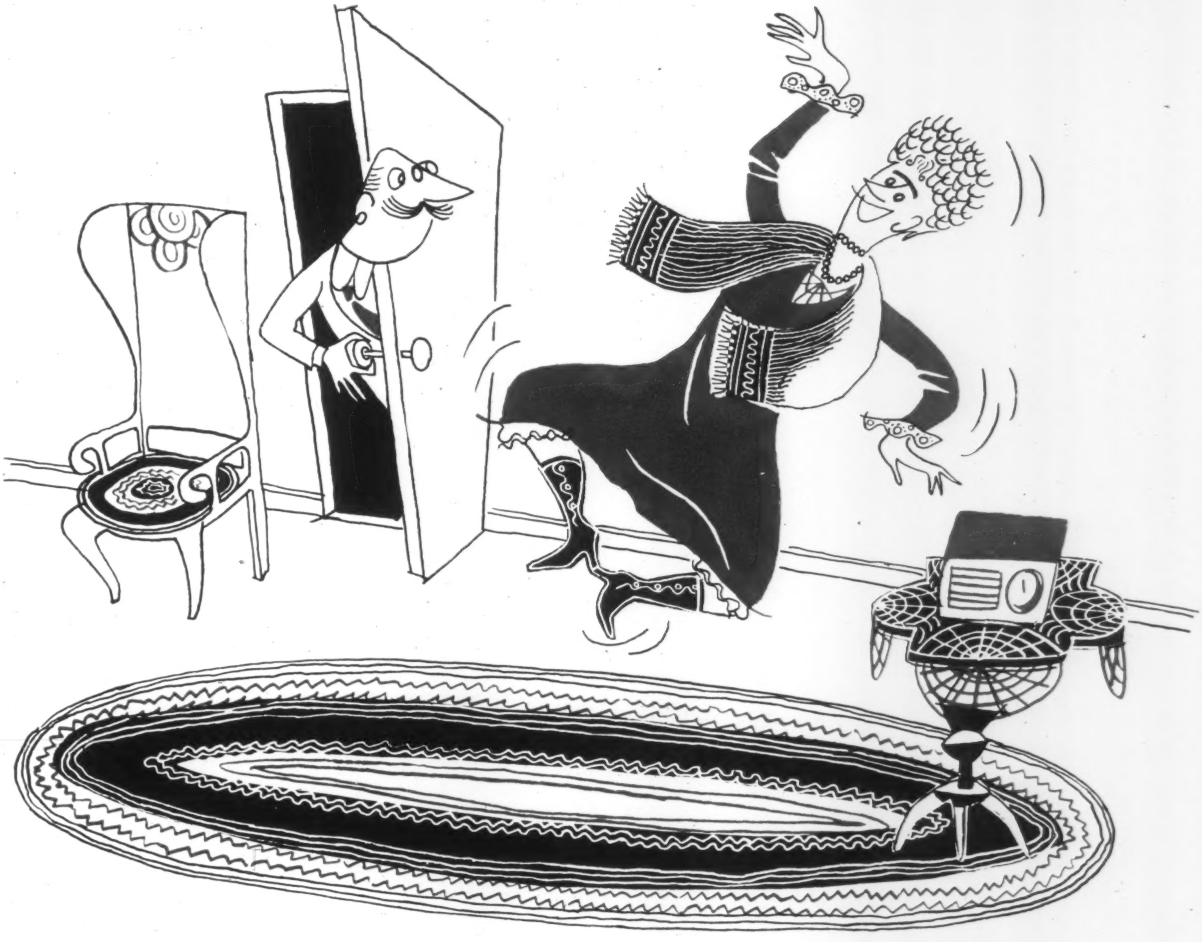


Darling, They're Playing Our Song

(About three months ago we ran an ad with that headline. This is another ad. Don't *not read* this one thinking you have read it.)

(Part II)

Years ago when radio was called wireless a young married couple bought a dining room set at Smulekoff's*. Later they moved to Spokane, Wash. Still later their furniture got shabby. The long-ago bride was sentimental about the material on the chair seats, but couldn't remember where it came from. Then last summer—forty years after the purchase—she happened to be listening to the radio.

From back East in Iowa came the electrifying name. It was the Voice of Fate, whispering sweet Smulekoffs in her ear. Then she remembered.

You know, we wish they could have matched that material. Wouldn't that have been a pay-off?

Moral:

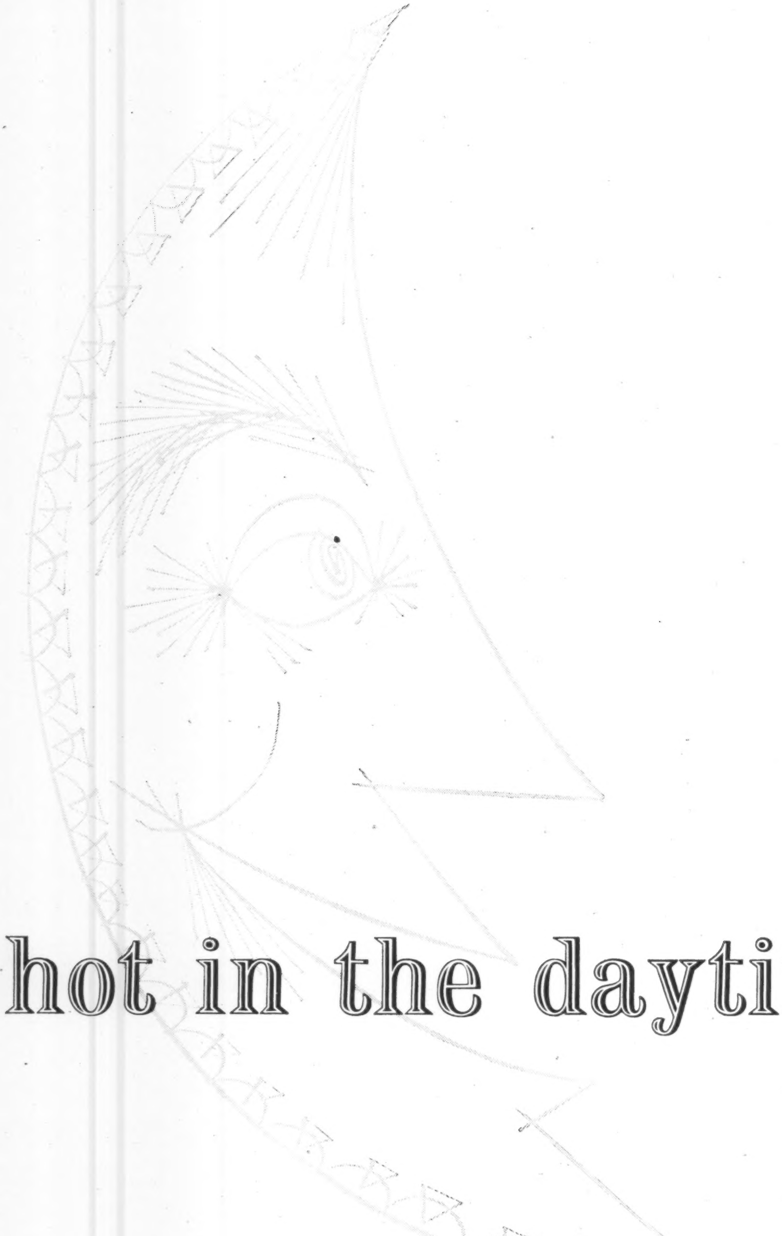
1. They don't build furniture that way any more.
2. Much as Eastern Iowans like WMT, some of them still move away.

CEDAR RAPIDS

5000 WATTS 600 KC
REPRESENTED BY THE KATZ AGENCY
BASIC CBS NETWORK

---

* We're glad you asked. Smulekoff's is a home furnishings emporium with an open mind about radio. They're trying out our 10:00 P.M. News—have been for 12 years.



what's hot in the daytime?

A show that wins customers for the lowest cost in network television
—less than a dollar a thousand!
It's *made* for all kinds of budgets and sales calendars:
It can be bought in any number of five-minute segments for only $355 each, plus time
...a single insertion for a special holiday promotion—
or a seasonal or year round campaign.
It's on Monday through Saturday... 11 to 11:30 between "Arthur Godfrey Time" and "Strike It Rich."
Its rating is almost half as high again as the next best "magazine-insertion" show.
It's the hottest buy today in all advertising.
It's called "There's One In Every Family." It's on **CBS TELEVISION**

public service builds
public acceptance!

On Good Friday, WPRO and WPRO-FM broadcast their award-winning version of "The Passion" for the fourth consecutive year. At its Sixth Annual Religious Radio Workshop, the Broadcasting and Film Commission of the National Council of Churches of Christ honored this program with a *"First Award . . . in Recognition of Excellent Religious Content and Outstanding Radio Production."*

Mindful of its public trust, the Cherry & Webb Broadcasting Company devotes hundreds of hours yearly to religious programs . . . programs providing spiritual inspiration and understanding and based on a broad concept administering to the varied religious needs of the community.

one of the
reasons why . . .

more
New Englanders
listen to

WPRO PROVIDENCE

than any other
Rhode Island
station

CBS RADIO • 5000 W • 630 KC • AM & FM

Represented by RAYMER

IN REVIEW

AUTO SHOW

(One-time replacement of *Suspense*)

Tues., 4/7, 9:30-10 p.m. EST.
CBS-TV, Tues., 9:30-10 p.m. EST.
Sponsor: Electric Auto-Lite Co.
Agency: Cecil & Presbrey.
Executive Producer: William Dozier.
Production Supervisor: Ezra Stone.
Director: Rai Purdy.
Stars: Irene Dunne, Robert Merrill, Peter Birch and company of dancers, Elliot Lawrence and his orchestra.

. . . As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program *(Minutes)*	*Class "A" Time* [Total Commercial Time]
30	*3:00*

. . . from the NARTB television code

SOMEBODY at CBS-TV got this formula backward last Tuesday when Auto-Lite presented a special auto show in lieu of its regular *Suspense*. There was about three minutes of what might, with generosity, be called program. The balance of the half-hour was a pitchman's dream of TV.

This was Auto-Lite's TV courtesy call on the automobile makers who use Auto-Lite products. It was plain, before the show was over, that Auto-Lite has cornered the market. Almost everyone but Ford and General Motors was there. There would, of course, be some justification in such a program if the new models were commented upon objectively. In this case, the descriptions of the cars were adman talk. Every car was given the full commercial treatment.

An attempt was made to take the commercial curse off the evening by having Irene Dunne pretend to be in the market for a new car. Miss Dunne met executives of each company and then was treated to a hard-selling pitch for each car, completely negating the purpose of her appearance in the script. The noncommercial bits in the program were, in order, a dance by some chorus girls, a song by Robert Merrill, a finale featuring WACS, WAVES, female Marines and Air Force women who formed up with flags behind Mr. Merrill as he sang "America, The Beautiful."

Score one dud for all concerned.

* * *

VACATIONLAND AMERICA

NBC-TV, Sun., 5:30-5:45 P.M. EST and on other stations at various dates and times
Sponsor: Fram Corp.
Agency: Van Sant, Dugdale & Co.
Director: J. M. Maticka
Writer: Robert Walsh
Film Supervisor: Henry Traiman
Stars: John Cameron Swayze, his wife and two children
Film Editor: Walter Sampson

DESIGNED TO attract the attention of the family that is forming vacation plans, a 13-week series, *Vacationland America,* began on NBC-TV on April 5. It promises to be a pleasant, relaxing and informative program, chockful of tips and suggestions.

John Cameron Swayze, abetted by his wife and their two children, John and Susan, took viewers on a tour of Washington, D. C. and Colonial America on the initial presentation. It was fun, both for the Swayzes and for the viewers. Newscaster Swayze knows most of the answers but the children chime in occasion-

THE SWAYZES ON TOUR

ally with references to historical landmarks. In subsequent visits, the Swayzes will travel to Florida, northern California, New Orleans, New England, and other points of interest. The series was filmed on location. The Washington episode offered some excellent photography and moved at a rapid, though by no means frantic pace.

Though 15 minutes can provide scarcely more than a smattering of the various vacationlands. Fram, the sponsor, has come up with a device to mitigate this shortcoming. It is offering a booklet elaborating on the area visited by the Swayzes each week. Available from outlets carrying Fram products (oil and motor cleaners), the booklet should have promotional as well as utilitarian value.

* * *

TWO FOR THE MONEY

Tuesdays, NBC-AM-TV, 10-10:30 p.m. EST.
Sponsor: P. Lorillard Co. (Old Golds).
Agency: Lennen & Newell.
Star: Herb Shriner.
Judge (who times & judges contestants' answers): Dr. Mason Gross, provost of Rutgers U.
Produced by Goodson-Todman Productions.
Executive Producer for G-T: Gil Fates.
Director: Jerome Shnur
Writers: Norman Barasch, Carroll Moore, Roy Kammermann.
Musical Director: Milton DeLugg.
Announcers: Dennis James, Ken Williams.
Origination: New York.

A QUIZ-audience participation show is as entertaining as the personality around whom it is built. *Two for the Money* is lucky. It has Herb Shriner.

The show gets going each week with a report from Mr. Shriner on the folks back home—just incidental bits of information, supposedly garnered from a newspaper, about the people out in Somewhere-or-Other, Ind. Although conversation with contestants turns up many amusing moments, Mr. Shriner's droll wit and aptitude for understatement are particularly effective in his introductory comments.

The quiz portion of *Two for the Money* is better than average. Two persons in the studio audience make up each team. Each team is asked three questions for which there are many possible answers. For every correct answer given in a 15 second period, P. Lorillard Co., which sponsors the show for its Old Gold cigarettes, pays $5. Questions are a bit more probing than "What holiday do you associate with 'White Christmas'?" and contestants, in general seem better informed than to pop up with "Easter?" for an answer. Dr. Mason Gross, provost of Rutgers U., lends some intellectual class to the production as judge of the contestants' answers.

Drug and Food advertisers
will find the most sales-effective
radio-TV merchandising plan in
Washington is the...

WMAL CUSTOMER CONTACT
merchandising
plan...

Drug advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 75 People's Drug Stores—60% of all drug sales in the Washington Metropolitan Area!

Food advertisers on WMAL and/or WMAL-TV get point-of-purchase displays in 32 Food Town and Food Fair Grocery Stores—$60 million in business annually!

Any Katz salesman can tell you how to get customer contact with effective, low-cost advertising on

THE EVENING STAR STATIONS
IN WASHINGTON, D.C.
REPRESENTED BY THE KATZ AGENCY, INC.
ABC IN WASHINGTON, D.C.

WMAL *am* *fm* *tv*

WHEN
TELEVISION
Channel 8
WHEN
SYRACUSE
1st PRIZE
MUSEUM HOURS 9-5

gives
complete
coverage

BECAUSE

ITS POWER IS
NOW A FULL
190,000 WATTS

NOW THE MOST POWERFUL TV STATION IN NEW YORK STATE

HIGHEST TOWER IN CENTRAL NEW YORK STATE

REACHES 26 COUNTIES IN THE HEART OF NEW YORK STATE

SEE YOUR NEAREST
KATZ AGENCY

WHEN
TELEVISION
SYRACUSE

CBS • ABC • DUMONT
A MEREDITH STATION

OPEN MIKE

Agency Plus

EDITOR:

Keep up the good work. All of us in this agency enjoy B•T and have been able to receive many plus benefits from it.

William J. Levi
Account Executive
Robert Acomb Inc.
Cincinnati, Ohio

Two-Year Gap

EDITOR:

After a full week at the IRE show here in New York, I am a bit behind in my reading. Today I noticed in your splendid publication, that I had joined the Gates Radio Company, after KLIZ Brainerd, Minn., [B•T, March 23] and I appreciate your notice. It is true that I have joined Larry Cervone in the New York office of Gates Radio Co., but in order that my radio station friends will not be puzzled, it was Audio & Video that I was last associated with, and my KLIZ affiliation was a couple of years back.

Edw. J. Wilder
Sales Engineer
Gates Radio Co., N. Y.

Big Speakers Needed

EDITOR:

. . . There are still strong interests, including one large manufacturer, who insist on plugging FM. Please do not misunderstand me. FM is good for limited use, but it is not universal to our way of life . . . namely in cars, beaches, hiking and every conceivable use . . . but AM is adaptable for all of these uses. FM has thus far served to divide and confuse the industry, while in the AM broadcast spectrum we really have something, but we are allowing it to be continually castigated by poorly built receivers . . . and it may be slowly becoming a "midget" receiver industry. The quality of AM transmission, if properly reproduced, will satisfy at least 95% of the high fidelity fans, because they are only high fidelity fans for a short while until they can get to the tone controls to turn it down, "to make the music a bit softer, don't you think?"

I have this suggestion to make . . . If the manufacturers cannot put out a big speaker table model receiver with an AM receiver unit, capable of reproducing music well and tuning with at least a 5 microvolt sensitivity at full volume to sell for $25, then the AM industry should organize a company and begin producing a line of table model receivers having these features, for said $25, with the thought of putting a first class AM radio music box in every bedroom and kitchen in America, that has good quality and dependability. . . .

Lee Hollingsworth,
President
WKBS Oyster Bay, N. Y.

[EDITOR'S NOTE: B•T wishes to emphasize its policy of keeping "Open Mike" as open as possible. Mr. Hollingsworth's letter is therefore printed, though undoubtedly there will be readers who disagree with him.]

Self-Effacing Radio-TV

EDITOR:

. . . Why is it that on every radio or TV program on which a reporter plays a part, he is identified as a newspaper reporter?

As we all know, our own media have competent newsmen, and many of them do news beat reporting.

Every time a newspaper reporter is written into a radio or TV dramatic cast, it has the

SHOW/STOPPERS

PLUS
YOUR DISC JOCKEY
GIVES A NEW
"THIRD
DIMENSION"
TO LOCAL
RADIO PROGRAMMING

SHOW STOPPERS is a disc-script service which gives your d.j. additional voices without additional personnel. This disc-and-continuity-per-month gives him comedy sequences, production numbers. He gets dozens of character-voices from tough gunmen to Irish washwomen, society belles, to bronc bustin' cowboys—with intriguing sound effects.

In exact accordance with the script, these dozens of characters inject themselves into the show with many voices, many situations. You have a studio full of interesting, talkative, cooperative guests (and some not-so-cooperative). They annoy, they needle, they stir-up, they worry the d.j. They give any show a change of pace, character variety and comedy relief.

Rates start at $5.50 per month depending on market. Write for full information.

SHOW/STOPPERS

P. O. Box 210, Grand Central Station
New York 17, New York

New Orleans'. . . .

BEST BUY

here are the facts to back up your decision to use . . .

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$0.65
" D "	10	$1.50
" E (Ind)	6	$0.88
" F "	4	$1.40
" G "	4	$1.05
" H "	3	$1.63
" I "	5	$1.06

600KC "THE SEPIA STATION"
WMRY
NEW ORLEANS, LA.
Gill-Perna, Inc.—Nat'l Rep.

psychological effect of tearing down the radio or TV news report's program which may follow on the same station.

Carried one step further, dialogue may go something like this:

BOB: Better postpone that picnic, honey. It's going to rain.

MARY: No, dear. This morning's paper said it would be clear.

Here again, why give newspapers preferential treatment?

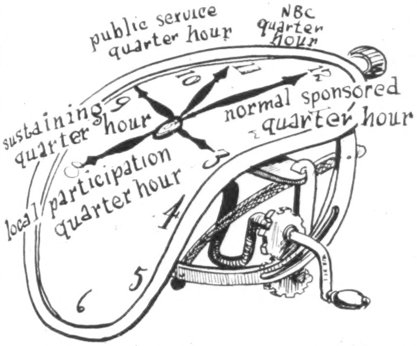
We naturally expect a certain amount of friendly (?) "throat-cutting" from the competition, but why be so masochistic as to assist in the operation? . . .

Truman H. Walrod
News Director
KWIM Des Moines

New Invention

EDITOR:

. . . The "Little Jim Dandy Time Stretcher" is the brain-child of the WAVE-AM program director, Jim Caldwell. Please note that the present day radio hour contains five quarters. These "quarters" generally vary in length with the importance of the program.


public service quarter hour
NBC quarter hour
sustaining quarter hour
normal sponsored quarter hour
local participation quarter hour
9
10
11
12
3
4
5
6

Jim informs me that dealer inquiries are invited.

LaVell Waltman
Commercial Manager
WAVE-AM-TV Louisville

Turning Point?

EDITOR:

I think your editorial on rate cutting [B•T, March 23] is so strong it may mark the turning point in that nasty disease. You have courage. You name names. I shall reproduce it and mail it around. Good thinking. Good writing.

T. F. Flanagan
Managing Director
Station Representatives Assn.
New York

Wage-Hour Law

EDITOR:

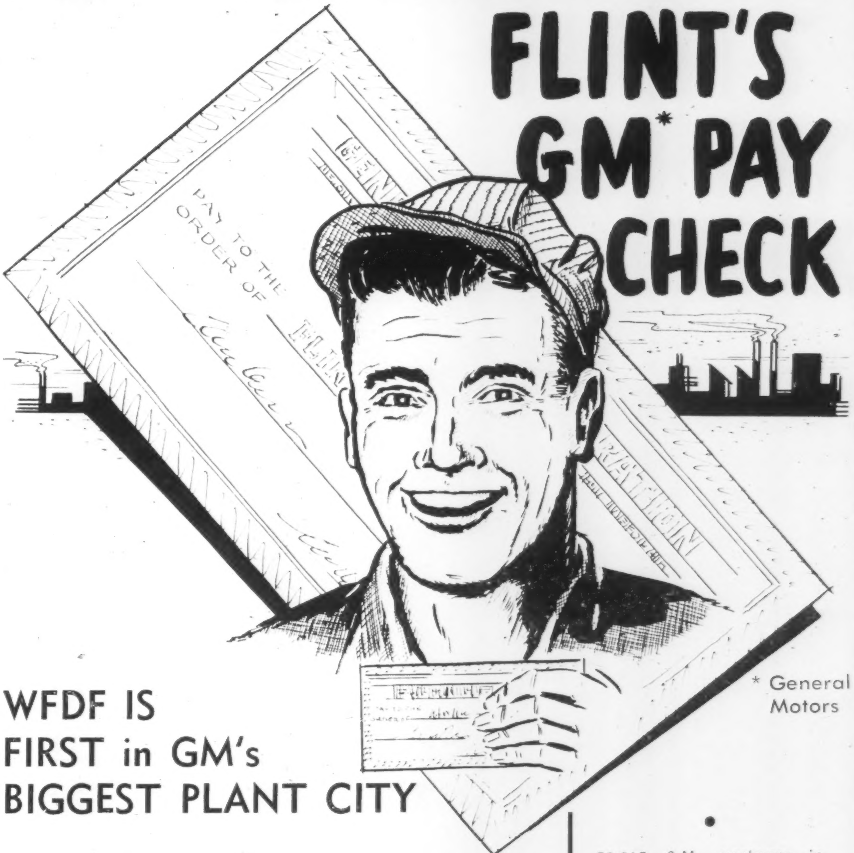
B•T has become a powerful instrument of service within the broadcasting field. It is sincerely hoped that as the months pass you will see fit to familiarize yourself with the growing inequities of the Wage-Hour Law and urge upon the National Association [NARTB] the importance of taking the lead in seeking Congressional repeal of some of the more strikingly unfair provisions of the law as are now applied to broadcasters and others.

Cy N. Bahakel, President
WABG, Greenwood, Miss.

[EDITOR'S NOTE: B•T expects to continue watching wage-hour developments closely. There will be appropriate comments on our editorial page from time to time.]

Let's take a look at . . .

FLINT'S GM* PAY CHECK



* General Motors

WFDF IS FIRST in GM's BIGGEST PLANT CITY

The figures at the right clearly illustrate the great importance of the WFDF market in any sales promotion plans.

Flint Michigan is a growing, all-year market. More than one-half of General Motors multimillion dollar expansion program is now underway in Flint. With contracts totaling one-half billion dollars, Flint is still expanding its earning and spending abilities.

WFDF, Flint's First Station, now in its 32nd year, is expanding with this great Market.

You can sell the "Fabulous Flint" market through its First Station, WFDF.

●

53,365 G.M. employees in Flint earned $251,459,199 in 1952

●

68,532 G.M. employees in the WFDF market area earned $318,765,000 in 1952.

●

40% of the G.M. employees in Michigan live in the WFDF area.

●

Almost 1/3 of G.M.'s total Michigan payroll is poured into the WFDF area.

●

WFDF completely dominates this rich industrial market.

WFDF FLINT, MICHIGAN

NBC Affiliate

Represented by the KATZ AGENCY

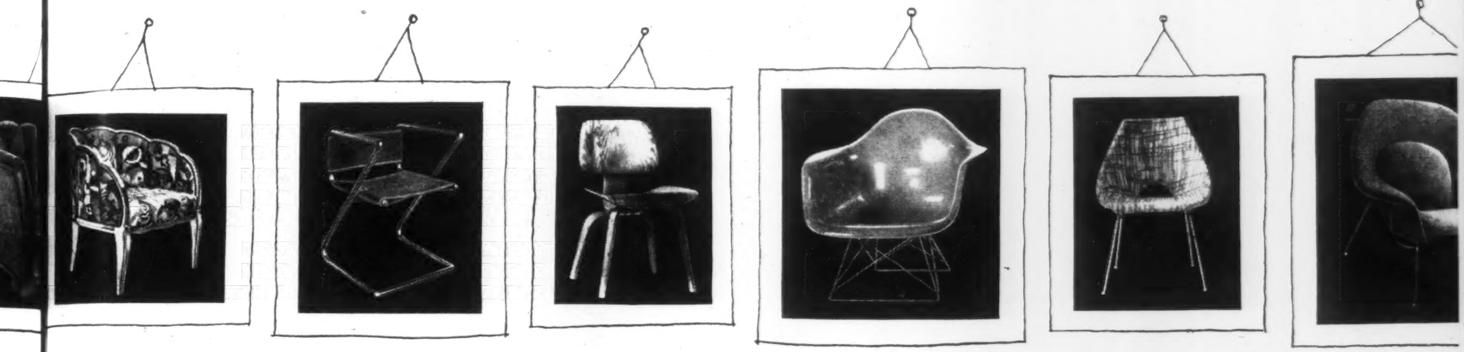
Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

Sitting pretty...thanks tKM

XUM

KMOX!

Over the years, "Uncle Dick" Slack, St. Louis furniture tycoon, has seen some sweeping changes in the styling of the furniture he sells—but none in the advertising he buys to sell it. Today, as he has for more than two decades, Uncle Dick relies most on 50,000-watt radio station KMOX.



It began 20-odd years ago when he found himself competing with three other furniture dealers on the same block. That got his dander up and brought him to KMOX. At the time, Uncle Dick was short on budget, so KMOX fixed him up with a low-cost schedule of two-a-day announcements. And in no time at all, Uncle Dick's business was booming.

It continued to boom, year after year. Today—after more than 1,000 consecutive weeks on KMOX—Uncle Dick's radio schedule has increased to 14 quarter-hours per week, all on KMOX. And his furniture business has expanded to three giant stores and four huge warehouses.

At this moment, Uncle Dick is sitting pretty, secure in the knowledge that KMOX *consistently reaches more of his prospects than any other St. Louis advertising medium!*

If, like Uncle Dick, you'd like to turn the tables on your competition, call us or CBS Radio Spot Sales. We'll furnish you with a success story of your own.

REPRESENTED BY CBS RADIO SPOT SALES **KMOX**

"THE VOICE OF ST. LOUIS" • 50,000 WATTS • CBS OWNED

XUM

KDYL Wins BAB Award for Radio Results

Naturally, KDYL is pleased to win one of these coveted awards as a result-getting station. But even more pleased are the advertisers who *use* KDYL.

You, too, can "cash-in" on the prosperous, growing, Utah market. For results use the station that offers programming, audience, merchandising and showmanship — KDYL.

•

KDYL — leader in the heart of a billion dollar market.

KDYL
NBC Network
SALT LAKE CITY, UTAH

"First in Showmanship"

National Representative: John Blair & Co.

our respects

to JOHN C. DOERFER

IN 1949, the Wisconsin Public Service Commission was in bad shape. Members weren't talking to each other. Rate cases were piling up. The reputation of the Wisconsin Commission, always high among state regulatory agencies, was on the verge of plummeting.

Six months after the youthful looking John C. Doerfer was named a commissioner, and elected chairman by his colleagues, the Wisconsin PSC was back on the track. Cases were being decided in an average of three months. Commissioners were once again talking to fellow commissioners. The PSC's standing in the national utilities commission picture was still of the best.

That is one of the capabilities of the newly appointed FCC Commissioner. He is an excellent administrator and he gets along with people.

Friendly and dapper, Mr. Doerfer looks like the kind of public servant whose enemies, if he has any, have a high personal regard for him.

This is attested by the unanimous editorial praise his nomination to the FCC received by such divergent state newspapers as the *Milwaukee Journal* ("able, hard-working, hard-hitting"), the *Wisconsin State Journal* ("high-minded, fair-minded and tough-minded") and the *Sheboygan Press* ("Mr. Doerfer showed he believed in firm regulation of utilities but not in strangling them.")

There's another attribute which friends of Mr. Doerfer point out—his energetic competence. This comes not only from within, but also from his background and experience.

Energetic Competence

John C. Doerfer was born Nov. 30, 1904, of German-American parents in Milwaukee. His grade and high school education was in West Allis, an industrial suburb of Milwaukee, which now has a population of 40,000.

From 1924 to 1928 he attended the U. of Wisconsin in Madison. He worked his way through college, waiting on tables and doing the dozens of odd things students do to earn an extra dollar. He also found time to try out for the swimming team. He got his B.A. in commerce, with a major in accounting, in 1928. A year later he married Ida M. Page, an English teacher.

For the next three years, Mr. Doerfer worked as a fledgling accountant in Milwaukee. A condemnation case with which he was associated sparked an interest in law. Finding he could schedule classes in the morning and work in the afternoon, he enrolled in Marquette U. Law School in 1931 and four years later received a doctor of jurisprudence degree—*cum laude*.

He hung out his shingle in West Allis that year and for the next 15 years traveled the road of a civic-minded, successful young barrister in his home town. For three consecutive terms, beginning in 1940, he served West Allis as city attorney. Then in 1949, Gov. Oscar Rennebohm appointed him a commissioner of the state's Public Service Commission.

Those who know Mr. Doerfer describe him as a good middle-of-the-roader in politics. He ran for the Democratic nomination for state senator in 1935, but failed to be chosen. His people were staunch Democrats. Both as city attorney and later as a member of the PSC, he was classed as a non-partisan. In Wisconsin, public offices more often than not must be filled by non-partisans.

The 1937 Supreme Court packing plan of President Franklin D. Roosevelt turned Mr. Doerfer from Democratic leanings. In fact, in 1940 he was chairman of the West Allis committee for the election of Republican Presidential candidate Wendell L. Willkie and has remained on that side of the political fence since then. In his biography, submitted to the Senate when it was considering his nomination to the FCC, he included a straightforward statement that he is a member of no political party.

Mrs. Doerfer is the sister of one of Mr. Doerfer's U. of Wisconsin classmates; she was a student at West Allis High School while Mr. Doerfer was there. She also is a graduate of the U. of Wisconsin. The Doerfers have two boys: John Page, 16, and Gordon Dee, 14.

Mr. Doerfer gives the impression of fitness. He obviously keeps himself in condition. He lists the Milwaukee Athletic Club, the Westmoor Country Club (Milwaukee) and Maple Bluff Country Club (Madison) among his clubs. What he did not include in his biography is that he has been a member of the Madison Curling Club for the last two years. Curling is that ancient Scottish "hockey" game, played on ice with brooms and pucks that look like old fashioned steam irons.

Mr. Doerfer lists his hobbies as golf, fishing and reading. As to golf, he's said to play "a very respectable game." History, the classics and newspapers are his favorite reading matter. He readily admitted he has no TV set and doesn't have a very definite opinion on educational TV, color TV or the hundreds of other broadcast problems he's bound to meet up with at the Commission. The reason he has no TV set, he explained, is that Madison is 80 miles from Milwaukee and the TV signals from that city are received erratically in the Wisconsin capital. Also, he added, with a twinkle in his eyes, he wasn't too sure about the effect of TV on his two sons.

IT'S HERE!

THE GREATEST ADVANCE IN TV NEWS HISTORY

INF PICTURE 23A
INF PICTURE 23A
INF PICTURE 23A
INF PICTURE 23A
WASHINGTON...HERE IS PRESIDENT EISENHOWER TODAY AS HE FACES A RECORD ATTENDANCE AT HIS WEEKLY PRESS CONFERENCE. HOPES FOR PEACE IN KOREA AND OTHER VERY IMPORTANT NATIONAL PROBLEMS ARE TO BE DISCUSSED IN WHAT IS VERY LIKELY TO BE ONE OF THE CHIEF EXECUTIVE'S LIVELIEST PRESS SESSIONS. (MORE LATER).
INTERNATIONAL NEWS FACSIMILE
LICENSED UNDER HOGAN SYSTEM PATENTS

a revolutionary new facsimile service for television stations.. news and photos on a single circuit!

Here is the most dramatic news service combination created exclusively for television stations . . . and the first major innovation in news and photo transmission since the advent of television itself.

International News Facsimile, the result of intensive research by electronic engineers, offers high-speed simultaneous transmission of news and photos on a single leased wire circuit . . . in a form ready for instant use . . . and at a cost within the reach of the smallest TV station.

It carries news bulletins and summaries from International News Service that are specially written for voicing by the newscaster . . . spot news and sports pictures from International News Photos that are sized and processed for TV use either with a studio camera or in an opaque projector . . . as well as completely processed TV newscasts in which the latest news and photos are integrated into finished programs.

Everything transmitted is received on a roll of paper that needs no developing or processing. Photos are ready for telecasting as soon as they are torn off the machine, or a TV camera can be dollied up to the machine for dramatic impact.

The facsimile circuit is also coordinated with daily news film service, providing special scripts, script revisions, messages on film shipments and other special material for Telenews film clients.

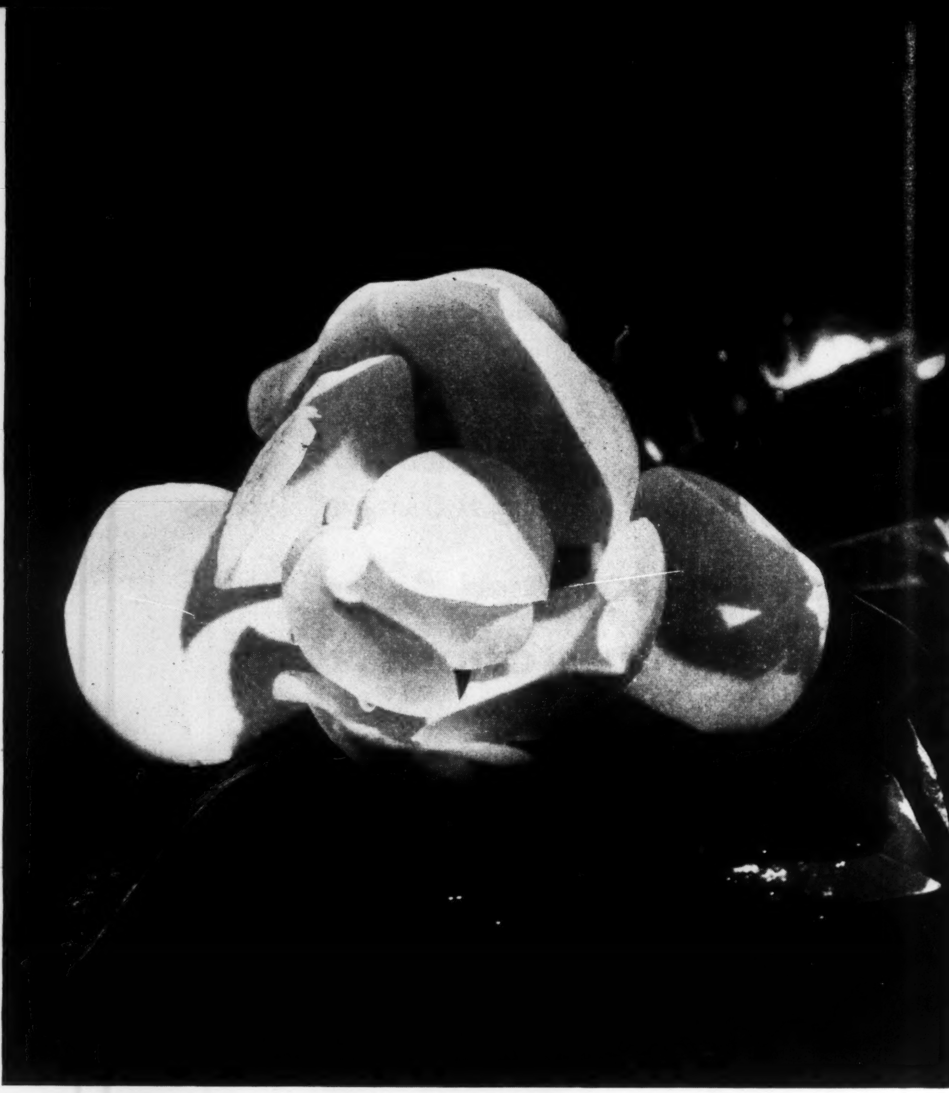
International News Facsimile is the long-awaited answer to fast, efficient and economical transmission of news and photos for television.

INTERNATIONAL NEWS SERVICE

Television Department

235 EAST 45th ST. • NEW YORK 17, N. Y. • TELEPHONE: MURRAY HILL 7-8800

the magnolias are marvelous but



COLOSSUS OF THE CAROLINAS

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic —get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

Basil Grillo

on all accounts

BASIL GRILLO came from the gold mining area around Angel's Camp, Calif., and now could be considered an active prospector for that elusive metal in his posts as executive vice president of Bing Crosby Enterprises Inc., and assistant to Everett Crosby, BCE Inc. president.

He learned finances, corporations and management after graduation from the U. of California at Berkeley in 1932.

After a term as credit manager for a wholesale pharmaceutical firm, Mr. Grillo was a California state tax auditor, assigned to the Los Angeles office. He joined BCE in 1945 but at that time none of the present far-flung operations had been organized.

Now that BCE has many irons in the fire, he serves the corporation in a number of capacities. As executive TV film producer, he is now supervising the *Crown Theatre* series (26 half hour dramas) of which Gloria Swanson is hostess-m.c. Programs produced under his supervision which are being re-issued, are *Rebound* as *Counterpoint*, original *Fireside Theatre* as *Royal Playhouse*, and *The Chimps*.

Budget-wise, Mr. Grillo also has a hand in the CBS Radio *Bing Crosby Show*, packaged by BCE and sponsored by General Electric. Another responsibility is Video Tape Recorder, an electronic tape recording system that may influence the future of movie and TV film production.

Because of increasing TV time and production costs, and more careful selection of markets by sponsors, Mr. Grillo sees a great future for the VTR process.

"We'll give them better quality, lower production costs, more speed, greater mobility, and fewer problems," he says.

He is an executive in all or most of the Crosby companies that make up Bing Crosby Enterprises Inc.

Involved are Decros Corp.; Bing Crosby Minute Maid Corp. (frozen orange juice distributor); Bing's Things Inc. (merchandisers of new and novel commercial items); Bing Crosby-Jayson Inc. (sport shirts); Bing Crosby Ice Cream Inc. (franchised ice cream products), and KXYL-TV Spokane, part of Mr. Crosby's personal broadcast operations.

The Grillos (he married June Nunn) live in suburban Encino, about 12 miles from his Hollywood headquarters. They have three sons: Garry, 17, Basil Jr., 13, and Michael, 5. Because "it's better for the entire family," Mr. Grillo gave up golf for hunting.

In Which Algy writes to . . .

Miss Kathryn M. Hardig
The Ralph H. Jones Co.
3100 Carew Tower
Cincinnati 2, Ohio

Dere Kathryn:

Derned if h'it don't seem like I'm carryin' more and more mail from you to th' station these days. We've been a-sellin' Happy Family Bakin' Powder fer you fer some time and now I hev my Mrs. using' thet new dairy product Pream in our coffee and it sure is good. I put it on th' table at the lunchroom here at th' station too. Every week I go to Krogers just like you hev the WCHS anncrs. say. I guess you found out long ago what th' boss sez about WCHS with 5,000 on 580...we got more West Va. listenurs then any othur station in th' state. H'it takes work to stay thet way but we know which side our bread is Nu-Maided on.

Yrs.,

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

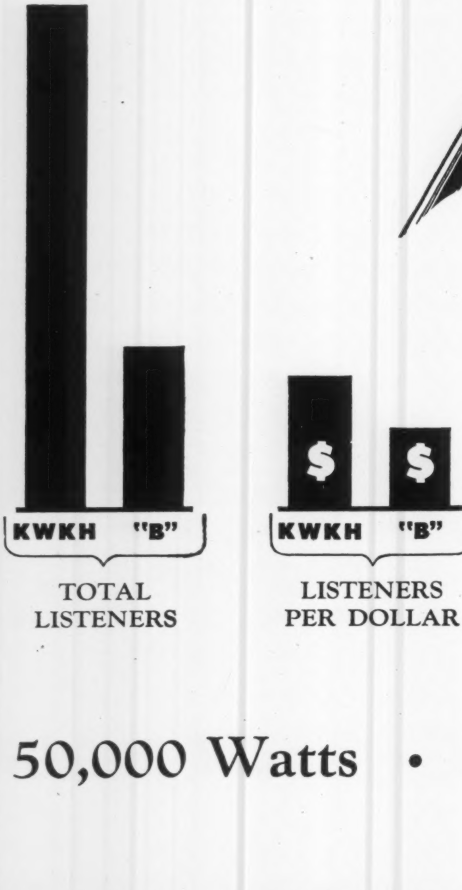
KWKH gives you 197% More Listeners than Station "B"— for only 60% More Money!

KWKH is far and away your best radio buy in the *really* important Arkansas-Louisiana-Texas area.

KWKH delivers 197% more Average Daily Listeners than the next most economical buy in Shreveport—*yet costs only 60% more money!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

If you'd like to know *ALL* about KWKH's superiority in Arkansas-Louisiana-Texas, ask your Branham man, or write us direct.



KWKH

A Shreveport Times Station

50,000 Watts • CBS • **SHREVEPORT** Texas **LOUISIANA** Arkansas

The Branham Company, Representatives
Henry Clay, *General Manager*

BROADCASTING
TELECASTING

April 13, 1953 Vol. 44, No. 15

CUSTOMERS TELL RADIO TO END SPECIAL DEALS

Acting to "protect clients," agencies and advertisers send searching inquiries to stations and their representatives in attempts to secure lists of stations reported giving "preferential rates" to Anacin and General Mills. While KGNC's Tom Kritser makes pointed reply in the negative and AAAA's Richard Scheidker calls attention to forbidding clause in NAB-4-A's standard contract, SRA's T. F. Flanagan calls the discount reports "exaggerated." Individual representatives give varying replies.

A GROWING NUMBER of advertisers and agencies, reacting strongly to reports of special rates being granted by certain stations to individual advertisers, last week admonished broadcasters, in effect, either to hold the rate line against these preferential deals or extend the favored terms to all clients.

The brewing tempest was brought to its present boil by disclosures of a spot announcement "package-deal" accorded General Mills by a list of stations and a "10% discount for firm summer contract" of spots extended by some outlets to Anacin.

Last week, B•T learned, Reggie Schuebel, partner of Wyatt & Schuebel, the New York Television-radio department for a substantial number of "out-of-town" agencies, sent out letters to station representatives in behalf of her clients requesting a list of the outlets carrying the Anacin spots.

Demand Single Standard

Miss Schuebel asserted she was acting to protect her clients by her implied demand that the stations adhere to a single standard for all advertisers. In her letter she requested of each representative his station list so she could carry the issue directly to each outlet as to whether it dealt in "preferential rates."

This letter followed a similar protective communication circulated the week before by Richard Grahl, timebuyer at William Esty & Co. [B•T, April 6], in which he inquired of the stations whether they intended to extend the 10% discount of the Anacin formula to "all advertisers."

Texas advertisers and agencies, too, B•T learned, are watching the issue. In Dallas, the Albert Couchman agency queried stations carrying advertising for its client, Fant Milling Co., as to what these stations had done in the way of selling time "at less than . . . published rate." The Couchman inquiry—also in the form of a letter—referred specifically to the "General Mills" schedule negotiated at something below prevailing card rates [B•T, March 9].

The letter stated that "this agency's record, and our client's record, of fairness and cooperation with radio stations is, we believe, well known and well documented. But this is serious. We would like your immediate reply to three questions:

"(1) Have you in the past sold, or have you committed yourself to sell, General Mills, or any other advertiser, any radio time at less than your published general rate?

"(2) If you have, or when you have, will you promise to offer us the same rate on an equivalent schedule?

"(3) It is our belief that provisions of the antitrust law and of the FCC make it compulsory that you on your own initiative give us information regarding any break in your rate structure and our client the advantage of equal cuts in rate to those given General Mills or any other advertiser. Isn't this true?"

At least one station manager is known to have replied to Mr. Couchman's letter.

Tom Kritser, general manager of KGNC-AM-TV Amarillo, responded that "although KGNC-AM and TV—has been offered this abortive proposition, both last year and this, you have our assurance that we have never sold anything off our rate card, and no competitor of Fant Milling Co. has ever paid more or less for equivalent advertising on KGNC than you. You have our further assurance that any time there is a change in our rates, they will be published for everyone to see, and no under-the-table deals will be made by us."

When queried by B•T, Richard Scheidker, vice president of AAAA, brought attention to the standard contract for spot radio stations adopted by the NAB (now NARTB) and 4-As in 1946, which includes the following fair practice clause:

"(A) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date."

T. F. Flanagan, managing director, Station Representatives Assn., whose members held a special meeting Tuesday night to discuss the problem, maintained to B•T that "there has been a minor outbreak of attempts by a few agencies and advertisers to induce radio stations to cut their rates. As usual gossip has grossly exaggerated the situation."

'Highest Standards of Practices'

He quoted the 4-As standard contract on time rates which he contended has been signed thousands of times by radio stations.

"Representatives and the vast majority of stations resent pressures for hurry-up decisions on proposed new terms, and especially for special concessions," he said. "Representatives will continue in their belief in and devotion to the highest standards of media practices as the only sound basis for the welfare of advertising."

Response was quick in coming:

Fred Brokaw, vice president of Paul H. Raymer Co., said his organization is advising the stations it represents to turn down all special deals unless they happen to fit a package discount on the station's rate card and avail-

THE SPOT RADIO clinic held by Station Representatives Assn. in New York was attended by these members and guests (l to r): Reginald Rollinson, SRA advertiser relations director; Richard F. Goebel, advertising manager, and Donald Cady, general advertising and merchandising manager, both Nestle Co.; Arthur McCoy, Avery-Knodel; John Beaton, Blair & Co.

able to all advertisers.

"We didn't get any part of the General Mills business and we're proud of it," he said.

Lloyd Venard, president of the O. L. Taylor Co., said that "whenever requests come through for special rates we remind our stations that the contract which they have with agencies requires the same rate for identical service. The stations on our list have followed this policy. There are no cut rates or under-the-counter-deals."

Tom Campbell, sales manager, Branham Co., New York, said that "some advertisers have been trying to get special rates for many years. That's nothing new. At least 95% of the stations are holding to the rate card. If those stations are lowering rates due to other media competition—like television—they should publish the lower figures on the rate card."

Richard Swift, vice president in charge of television, The Bolling Co., said he felt that "if the station wants to give a 10% discount they ought to put it on the rate card."

Campaign Launched Sunday

General Mills launched its two-pronged radio spot announcement saturation campaign Easter Sunday, though there was no clear evidence of just how many stations had subscribed to one of the four alternative plans for Wheaties or to the others for Cheerios and Kitchen Tested Flour.

On the basic of early estimates, it seemed that the company had acceptances from stations in at least 70 or 80 markets on the Wheaties schedule, and others in 20 or 25 markets agreeing to carry one of the schedules.

Evidence of TV spot schedules for Cheerios, placed through Dancer-Fitzgerald-Sample, also cropped up, particularly on Midwest stations.

As for Wheaties, the Knox-Reeves Agency has remained mum on the number of acceptances, but it was conceded that General Mills was well satisfied with station response, indicating GM may have obtained its quota of outlets in markets it had pinpointed for spot saturation. Neither stations nor their representatives would give acceptance figures.

The reaction of station representatives was mixed on their station's plans, though some of them claimed that "the better ones" have declined GM bids on grounds the cut-rate plan would set a precedent for other advertisers.

One major radio-TV station representative told B•T that some of the "less hungry" stations objected to have radio rates "placed on the auction block" but others indicated they would go along with the firm provided the package was "large enough"—or a substantial enough schedule were purchased. In that case, it was explained, they would give run-of-the-station discount rates and not adhere to a fixed slate—particularly in the summer months.

No Time Available

Other stations have rejected General Mills' overtures because they had no time available or because they objected to the floating schedule of announcements sought by GM throughout the first 17-week drive. The second lap gets underway Oct. 18 and runs through March 27, 1954. The floating schedule calls for two weeks of spots and two weeks of no schedule at all.

Another representative explained that two or three of his clients had accepted the schedules, with rates calling for an approximately 5% discount, based on the size of the package of spots.

Another representative felt that stations still would stand to benefit more from this spot business than if the time were allocated to network use. The important thing, as he saw it, is that General Mills has turned to spot in the past two years.

One major objection to the GM Wheaties plan is that it calls for stations to carry about 90% of all spots for which GM negotiated.

In any event, it seemed certain that General Mills would exceed the 900-announcement schedule per market it had used last year, and that the business would be far more voluminous for local stations. It was felt that many stations which had gone along with the plan in 1952 also had agreed to do likewise this year.

A number of regional network outlets also are understood to have accepted the spot announcements.

General Mills earlier indicated that it had offered three plans—one for each product—to be used in over 125 markets throughout the U. S.

Station representatives emphasized that General Mills has applied no pressure on them or stations looking toward acceptance of its schedules, and that stations were asked to submit availabilities. It was acknowledged, however, that many stations have been compelled for competitive reasons to accept the spots business, though they fully realized that other advertisers might make similar claims on their rate schedules.

A GEORGIA "PEACH" and a Florida grapefruit share video honors in a series of 20 commercials promoting citrus foods for the Florida Citrus Commission, Lakeland, Fla. The girl is Miss America of 1952, Neva Jane Langley of Columbus Ga. J. Walter Thompson Co., New York, is the agency for the series of 20-second film spots.

Advertisers Will Spend $1 Billion Nationally in '56

PREDICTION that national advertisers in 1956 will invest more than $1 billion in network and national spot TV time because of an increase in the national advertising budget and expansion of available TV facilities was voiced last Monday by Ted Bergmann, director of sales for the DuMont Television Network.

In a talk to the Pittsburgh Sales Executives Club, Mr. Bergmann asserted, "This great amount will be spent in spite of the opposition to high program costs." In this connection, he dwelt upon "DuMont's long-time philosophy of economical production, resulting in realistic program costs."

He said that when a sponsor selects a "glamor" program without regard to the sales effectiveness or the product being advertised, he is purchasing "tremendous waste circulation and soon realizes he no longer can bear the burden imposed by this Hollywood approach."

Old Gold Uses Radio-TV In Promoting New King-Size

OFFICIALS of P. Lorillard Co. announced at firm's annual stockholders' meeting last week that the company's regular Old Gold brand will be introduced in king-size, available in 30 days.

Meanwhile, the company signed for a new television program featuring Fred Allen, switched its *Two for the Money* show to CBS-TV, and renewed its ABC-TV show.

An advertising campaign for the king-size cigarettes, including radio and television, will get underway April 21.

The Fred Allen show, titled *Judge for Yourself*, is a Goodson-Todman package and is an audience participation type of show. It will be seen on NBC-TV in the Tuesday 10-10:30 p.m. period now occupied by *Two for the Money*. Latter show will switch effective in August, to Saturday, 9-9:30 p.m., on CBS-TV. It features Herb Shriner, who took over for Mr. Allen when the latter was too ill to start the program.

The advertiser also renewed its *Chance of a Lifetime* on ABC-TV. Lennen & Newell, N. Y. is the agency for P. Lorillard Co.

General Foods Signs Bob Hope Program

GENERAL FOODS, New York, will sponsor Bob Hope on NBC-TV for 10 appearances during the 1953-54 season (Tues., 8-9 p.m.) and will continue to sponsor his five-a-week morning radio series on NBC, Frank White, president of the network, announced last week [B•T, April 6].

"We are highly gratified to be able to bring Bob Hope to our Tuesday night TV audience," Mr. White said. "At the same time we are pleased to see such a major advertiser as General Foods recognize the great values of morning radio by continuing Bob in his highly successful program in that medium."

Young & Rubicam, New York, is the agency.

Radio-TV Boost Plough Sales

RADIO and television advertising was given as a major reason for the large jump in sales of Plough Inc., Memphis, Tenn., for the first quarter of 1953, by Abe Plough, company president. The firm, which manufactures St. Joseph Aspirin and other home products, reported that first quarter sales were $5,050,000 as compared with $4,595,000 in the same period last year. Earnings before taxes are estimated at $400,000 compared to $360,000 last year, resulting in net earnings of 50¢ a share this year as compared with 44¢ last year.

Beer Advertising ABCs

GENERAL principles governing the use of television for advertising beer are set forth in a new edition of "The ABC of Beer Advertising," booklet issued by U. S. Brewers Foundation. First section of the 24-page booklet deals with TV; the latter part deals with other forms of beer advertising which were treated in the original edition of the booklet, published by the foundation 10 years ago, prior to the widespread use of TV. Broadcasters may obtain the booklet through NARTB.

RADIO-TV START BASEBALL SEASON

RADIO and TV networking of the major league baseball opening game today (Monday) in Washington (New York Yankees vs. Senators) starts a six-month season of major and minor league games that will be covered intensively by radio and television.

The $35 million baseball package [B•T, April 6] includes a diversified list of national advertisers, topped by 16 breweries sponsoring major league games. Training camp and pre-season games were well sponsored. The regular major league season opens tomorrow (Tuesday), with minor leagues opening at varying dates.

The high-ranking Pacific Coast League brings radio and television coverage to Coast listeners and viewers. Seven Up Bottling Co., Los Angeles, through Mogge-Privett Inc., Los Angeles, has a $75,000 package, sponsoring the Hollywood Stars on KFWB Hollywood.

Lucky Lager Brewing Co., San Francisco, is sponsoring the Los Angeles season on KMPC Hollywood, a $50,000 project, through McCann-Erickson Inc., San Francisco.

Ford Sponsors Angels

Ford Dealers of Southern California, Los Angeles (J. Walter Thompson Co.), will sponsor the Los Angeles Angels and Hollywood Stars on KHJ-TV with Liggett & Myers Tobacco Co. New York (Cunningham & Walsh, New York) and General Tire & Rubber Co., Akron (D'Arcy Adv. Co., New York). The companies are sharing a $161,000 package on a one-third basis.

For the first time in 13 years Louisville fans will hear Colonels' games broadcast at game time, according to WINN Louisville. Sponsoring the coverage is Oertel Brewing Co., Louisville. Harry McTigue, WINN general manager and long active in sportscasting, will cover the games with Jim McIntyre. Dugout and post-game interviews are included.

In the April 6 B•T issue it was incorrectly stated that Larry H. Israel, a managing partner of the new WENS (TV) Pittsburgh, which takes the air in mid-summer, was an officer of the Pittsburgh baseball team. Tom Johnson, a partner in WENS, is vice president-secretary of the Pittsburgh team.

'Decide Something Soon'

Baseball must "decide something" about television soon, Ford Frick, baseball commissioner, told the Associated Press Thursday. "I think the time has come to make up our minds about TV," he said. "Maybe we have been handicapping ourselves too long. I don't think television hurts the individual major league club. If it does, that is a matter for the club to decide. But there is no question in my mind that network television that would take major league baseball into minor league territory would be bad. Without the minors, the majors could not operate."

Milwaukee Braves games in the National League will be broadcast over a network expected to reach 95% of all Wisconsin radio homes and parts of Iowa, Michigan and Minnesota. Miller Brewing Co. has a five-year contract to broadcast the games.

WEMP Milwaukee will originate the games and will be supplemented by WTMJ that city under a joint arrangement. WEMP's ace sports announcer, Earl Gillespie, will do all of the play-by-plays, according to WEMP General Manager Hugh K. Boice Jr.

There will be no televising of local Cardinals or Browns games in St. Louis, at least at the outset. "The possibility of such telecasts has been discussed and dropped," according to George Burbach, general manager of KSD-TV St. Louis, a single-station TV market.

Mr. Burbach told B•T the situation may change this summer with KSD-TV carrying one or two night games per week when the Browns are home.

The St. Louis situation on baseball TV is an interesting and paradoxical one. The Browns reportedly are willing to start their contests at 9:30 p.m. in order that the station may schedule them. But the Cards rejected the idea. KSD-TV has early evening network commitments.

Falstaff's 'Largest' Network

The Cards are owned by Anheuser-Busch Co. When Fred Saigh, ousted Cardinals owner, handled TV arrangements, he vested the question of costs and rights in the management's hands—not his own. Griesedieck Bros., a rival brewery, has first refusal rights on Cards TV coverage. Griesedieck and Falstaff both reportedly were interested in TV coverage.

Falstaff Brewing Co. has assembled what it claims is the largest network under one sponsor for baseball. It will pick up the tab for games on 221 stations—54 more than in 1952.

The Falstaff schedule comprises 187 in 21 states on the MBS *Game of the Day*. It has two smaller networks of 17 stations each. One carries all home and road contests of the Chicago Cubs (in Illinois, Iowa and Indiana), the other the complete slate of the Browns (in Illinois, Missouri, Kentucky and Iowa). Jerome (Dizzy) Dean heads a six-man sportscaster team.

Cubs, White Sox Tilts Aired

WIND Chicago is feeding games to a 15-station midwest baseball network, under Liggett & Myers sponsorship, although Cubs games actually will be carried over 40 outlets.

WGN-TV, which will telecast all daytime home tilts of the Cubs and White Sox, has also lined up contracts for baseball program and spot adjacencies, according to Ted Weber, WGN-TV sales manager. Pre and post-game programs—voluminous source of revenue for stations estimated at around $20 million—have been purchased by Chicago Engineers for Television, M. J. McCarthy Motor Sales, Boyer International Labs., Walgreen Co. and United Airlines.

COLUMBIA Pacific Radio Network's new topographic map of the Pacific Coast states wins approval of C. Burt Oliver (l), vice president in charge of Hollywood operations, Foote, Cone & Belding. Displaying the map, which was prepared by Sherril Taylor, CPRN sales promotion director, is William D. Shaw, general manager, CPRN-KNX Los Angeles. The map, in color, also pictures major western slope cities and provides marketing information.

Spots have been purchased by Shell Oil Co., the *Chicago Tribune* and Illinois Bell Telephone Co.

WGN-TV also is installing cards on some 1,330 Chicago buses and streetcars advertising its baseball telecasts, and on some 50 delivery trucks for Hamm beer (Theodore Hamm Brewing Co.), a co-sponsor with Liggett & Myers of TV coverage.

C-E Elects Chalmers

WILLIAM A. CHALMERS, vice president and radio-TV director of Gray Adv. Agency, has been named vice president and radio-TV director of Campbell-Ewald, with headquarters in Detroit, according to Henry G. Little, C-E president. A pioneer in TV, he has created or supervised such programs as *Toast of the Town, Ford Theatre, Twenty Questions* and many others. His radio programs include *Take It or Leave It, What's My Name, Johnny Presents, Walter Winchell* and others.

Before joining Gray, Mr. Chalmers was at Kenyon & Eckhardt as Ford account executive and later vice president and radio-TV director. During the war he served in the infantry. After the war he became radio and assistant advertising director of Richard Hudnut Sales Co., joining K&E in 1947.

Willard Hanes continues in charge of Pacific Coast radio and TV production as well as manager of the Hollywood office.

Richfield Plans Ad Campaign

MOST extensive advertising and promotional campaign in the recent history of Richfield Oil Corp. of New York will be launched the week of April 19 on behalf of a new Richfield Ethyl gasoline and a new Richlube Super HD motor oil, Ben Pollak, sales promotion manager, last week announced at the distributors' 24th annual convention in New York. In addition to newspapers, the company will use a co-operative advertising plan including radio and TV spots.

Agency Exposition

ALPHA DELTA SIGMA, national honorary advertising fraternity, in conjunction with BBDO on April 21-23 will conduct a three-day exposition titled "Blueprint of an Advertising Agency." Sessions will be held in Morris Hall, New York U. School of Commerce.

Heading the list of agency speakers will be Ben Duffy and Fred Manchee, president and vice president, respectively, of BBDO. James McGarry, executive assistant to Mr. Duffy, has been assigned to act as liaison to the university.

NEW BUSINESS

Spot

Mission Dry Corp., L. A. (Mission Orange beverage), this month is starting radio spot announcement campaign on cooperative basis with local bottlers coast-to-coast, for 10-13 weeks. No stations set yet. Agency: Caples Co., L. A.

Wilson & Co., Chicago (Ideal dog food), started spot announcement campaign on KNBH (TV) and KECA-TV both Los Angeles, for 13 weeks from April 10. Other stations will be added. Agency: Davis & Co., L. A.

Louis Milani Foods Inc., L. A. (1890 French dressing), started spot announcement campaign on KHJ-TV and KECA-TV that city, for 52 weeks from week of April 6. Other TV stations in San Francisco and Chicago will be added. Agency: Arthur Meyerhoff & Co., Beverly Hills.

Network

Simmons Co., New York (mattresses), and **International Silver Co.**, Meriden, Conn., assume alternating sponsorship of CBS-TV *My Favorite Husband*, weekly half-hour live series starring Joan Caulfield and Barry Nelson, Sat., 9:30-10 p.m. EST, starting in Sept. or Oct. Agency: Young & Rubicam Inc., Hollywood.

Gordon Baking Co., Detroit (Silvercup Bread), sponsor of 6-6:15 p.m. EST Wed. and Fri. portions of *Rootie Kazootie* on WABC-TV New York, extended program coverage over ABC-TV to Chicago, Detroit, Toledo and South Bend, effective last Tues. Program is sponsored on WABC-TV in same time segment on Thurs. by **Weston Biscuit Co.**, Passaic, and on Tues. by **Airline Products Co.**, Linden. Half-hour version of program sponsored over ABC-TV Sat., 10:30-11 a.m. EST, by **Johnson Candy Co.**, Chicago.

North American Van Lines, L. A., renews alternating quarter-hour segment of CBS Radio *News Room, Sunday Desk* on 19 Columbia Pacific Radio Network stations, Sun., 5:30-6 p.m. PST, for 13 weeks from April 26. Agency: Castor & Assoc., L. A.

Pure Oil Co. renews *News Parade* on 40 NBC radio stations Mon. through Fri., 6-6:15 p.m. CST, effective April 27 for 52 weeks. Agency: Leo Burnett Co., Chicago.

Agency Appointments

Food Enterprises Inc., N. Y., appoints Fred Gardner Co., N. Y.

Chase National Bank, N. Y., names Kenyon & Eckhardt, that city, advertising agency, effective July 1, for consumer and institutional phases.

Washington State Apple Commission, Seattle, appoints Pacific National Adv., same city. Radio-TV will be used. Account executive is **William H. Horsley.**

Puget Sound Navigation Co., Seattle, appoints Beaumont & Hohman, same city. Radio will be used.

Pacific Vogue, L. A. (high fidelity phonographs, radio-TV sets), appoints Vick Knight Adv., that city. **Robert B. Jarvis II** is account executive. Radio-TV will be used.

Ruben Adv., Indianapolis, handles advertising for Chesty Foods Inc. on WTTV (TV) Bloomington, Ind. [B•T, March 16].

Nebraska Packing Co., L. A. (Prince dog food), **Dean E. Yale Co.**, L. A. (Stovent range ventilating system), **Import Liquidators**, L. A. (carpet firm), and **Thrifty Appliance Co.**, Huntington Park (washing machines), appoint Carmona & Allen Inc., Hollywood.

NETWORK TV SHOWS GAIN IN GROSS, BUT DROP IN NUMBER OF SPONSORS

Thought-provoking are PIB figures for last January which show that while gross billings were 15.9% above the previous January, nevertheless network advertisers numerically dwindled.

NETWORK television's rapid acceleration in the past five years from a dead start to a prominent place among national advertising media, is reflected by gross time sales of $180 million last year. Yet this young medium is beginning to show symptoms more appropriate to declining senescence than to vigorous youth.

Comparison of the advertising placed on the four TV networks in January 1953 and in January 1952, as reported by Publishers Information Bureau, at first glance seems to show a healthy increase. Gross billings in the opening month of this year totaled $17,447,905, up 15.9% from the $15,058,412 billed in the same month of 1952.

But a look behind this rosy dollar figure reveals other less encouraging facts. In January 1952 the number of advertisers using network television to reach the consuming public totaled 167. By January 1953 this number had dwindled to 149, most of them also numbered in the January 1952 roster, with few new names added since then.

This surprisingly static status of such a young and supposedly vigorous medium is emphasized when Table I, listing the top ten TV network clients during January of this year, is compared with the same list for that month of a year ago. Nine of the companies appearing on this January's list also showed up on that of the year before. Only newcomer to this select group is General Mills, replacing P. Lorillard Co.

Perhaps an even more startling demonstration of the little change in the use of network television by national advertisers over the past year is shown in Table II, listing the medium's leading advertiser in each product group during the month. Of the 23 companies listed, 16 were included in a similar list for January 1952.

Table III, listing the gross TV network time purchases of all advertisers by product categories for January 1953 and January 1952, shows how rapidly network television is becoming stratified. Food advertising, alone accounting for more than one-sixth of the total billings, was first in January of both years. The next five categories in order of their expenditures with the medium—tobaccos, toiletries,

* * *

TABLE I

TOP 10 TV NETWORK ADVERTISERS IN JANUARY 1953

Procter & Gamble Co.	$1,157,637
Colgate-Palmolive-Peet Co.	842,530
R. J. Reynolds Tobacco Co.	741,535
American Tobacco Co.	675,760
General Motors Corp.	582,377
Lever Brothers Co.	506,388
General Foods Corp.	496,976
Liggett & Myers Tobacco Co.	473,900
General Mills Inc.	433,883
Gillette Co.	428,825

* * *

TABLE II

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP FOR JANUARY 1953

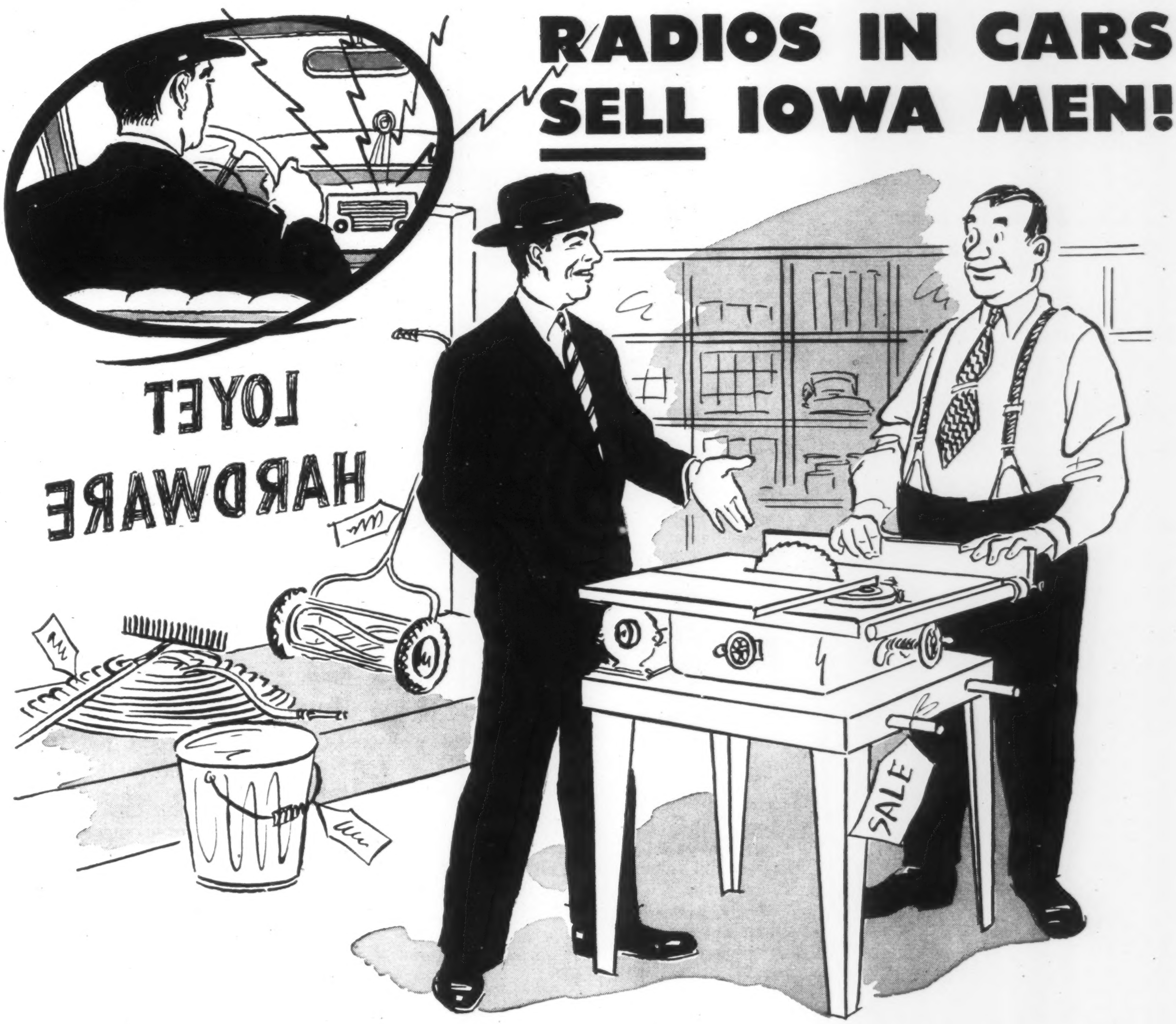
Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$ 59,400
Automotive, Auto. Access. & Equip.	General Motors Corp.	506,152
Beer, Wine & Liquor	Pabst Brewing Co.	159,600
Confectionery & Soft Drinks	Sweets Co. of America	137,082
Consumer Services	Arthur Murray School of Dancing	22,056
Drugs & Remedies	American Home Products Corp.	210,820
Food & Food Products	General Foods Corp.	496,976
Gasoline, Lubricants & Other Fuels	Texas Co.	137,600
Household Equip. & Supplies	General Electric Co.	313,990
Household Furnishings	Armstrong Cork Co.	97,965
Industrial Materials	Reynolds Metals	106,440
Insurance	Mutual Benefit Health & Accident Ass'n	51,960
Jewelry, Optical Goods & Cameras	Speidel Corp.	56,670
Office Equipment, Stationery & Writing Supplies	Hall Brothers	77,580
Publishing & Media	Curtis Publishing Co.	48,984
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	154,950
Retail & Direct Mail	F. W. Woolworth Co.	23,175
Smoking Materials	R. J. Reynolds Tobacco Co.	741,535
Soaps, Cleansers & Polishes	Procter & Gamble Co.	968,614
Sporting Goods & Toys	Lionel Corp.	15,038
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	651,400
Transportation, Travel & Resorts	Greyhound Corp.	48,159
Miscellaneous	Quaker Oats Co.	48,990

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JANUARY 1953, COMPARED TO 1952

	1953	1952
Apparel, Footwear & Access.	$ 251,645	$ 343,693
Automotive, Automotive Equip. & Access.	1,511,095	1,264,418
Beer, Wine & Liquor	367,080	553,788
Building Materials	....	68,010
Confectionery & Soft Drinks	622,784	459,451
Consumer Services	22,056	6,773
Drugs & Remedies	910,942	391,025
Food & Food Products	3,113,738	2,916,136
Gasoline, Fuel, and Lubricants	315,292	428,955
Household Equipment	1,264,275	896,277
Household Furnishings	257,128	202,705
Industrial Materials	380,780	340,281
Insurance	103,050	38,370
Jewelry, Optical Goods & Cameras & Access.	230,970	142,420
Office Equipment	77,580	219,450
Publishing & Media	53,721	53,612
Radios, TV Sets, Phonographs, Musical Instruments & Access.	313,550	386,940
Retail and Direct Mail	23,175	102,950
Smoking Materials	2,942,932	2,364,943
Soaps, Cleansers and Polishes	1,889,445	1,684,362
Sporting Goods & Toys	15,038	....
Toiletries and Toilet Goods	2,563,329	2,027,848
Transportation, Travel, and Resorts	48,159	....
Miscellaneous	170,141	166,005
TOTALS	$17,447,905	$15,058,412

RADIOS IN CARS SELL IOWA MEN!



63.7% LISTENED TO THEIR CAR RADIOS TODAY!

"I heard about it in the car, this morning". That's a familiar phrase, anywhere in America — and *more* than familiar in Iowa.

Out here, automobiles are used more than you probably realize. There are no subways or commuter trains in Iowa. More than 58% of all Iowa families own radio-equipped cars. The 1952 Iowa Radio-Television Audience Survey shows that 63.7% of the men stated that they "used the car radio today". Twice as many men "listen most" to Station WHO, than to the next Station.

This is a plus-audience that radio, *and radio alone*, gives you in Iowa. It is an especially *good* audience because a large part of it hears your message while traveling to the store where your merchandise is sold.

If you have not yet received your copy of the 1952 Survey, write us or ask Free & Peters. Hundreds of advertising men call it *the most valuable book in their data files.*

WHO
+ *for* Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

soaps and cleansers, automotive and household equipment—occupied the same relative position both times.

These six categories of TV network business, incidentally, account for more than 75% of the total billings for all 23 classes. And, to revert to Table I, it is perhaps significant that the top ten advertisers, less than 7% of the total number, account for more than 35% of the total billings.

Meteoric Growth

Network television, in five short years, has grown with meteoric speed. Its billings are still on the upgrade and will presumably continue to rise as new stations in new markets are added to the TV networks and as expanding TV homes totals in existing markets lead to rate increases by present stations. But the medium is becoming one that is used, albeit extensively, by a comparatively small number of advertisers concentrated into a few types of businesses.

More Than 1.3 Million Sets Shipped in 2 Months—RTMA

TELEVISION manufacturers shipped 1,348,178 sets to dealers during the first two months of 1953, according to Radio-Television Mfrs. Assn. Of the total, 653,091 sets were shipped in February. The two-month shipments for the same period a year ago totaled 806,497, of which 434,808 were shipped in February.

More than 40 million receiving tubes and 800,000 cathode ray tubes were sold in February. Of the 699,411 tubes sold in February, 73.5% were 19 inches and larger in size.

Television set shipments to dealers by states for the first two months of 1953 follow:

State	Total	State	Total
Ala.	22,575	Neb.	10,919
Ariz.	9,741	Nev.	29
Ark.	7,138	N. H.	4,725
Calif.	99,308	N. J.	36,442
Colo.	18,422	N. M.	2,918
Conn.	18,946	N. Y.	135,704
Dela.	3,552	N. C.	30,451
D. C.	10,115	N. D.	427
Fla.	18,851	Ohio	89,689
Ga.	25,296	Okla.	23,099
Idaho	2,401	Ore.	16,700
Ill.	73,940	Pa.	131,226
Ind.	47,042	R. I.	6,107
Iowa	24,930	S. C.	8,278
Kan.	11,568	S. D.	1,695
Ky.	21,021	Tenn.	18,990
La.	17,324	Tex.	85,996
Me.	7,660	Utah	12,150
Md.	18,769	Vt.	2,066
Mass.	43,490	Va.	31,200
Mich.	51,764	Wash.	33,586
Minn.	21,229	W. Va.	21,444
Miss.	11,314	Wis.	24,554
Mo.	32,915	Wyo.	388
Mont.	84	Grand Total	1,348,178

Schwerin Debuts Newsletter

MONTHLY newsletter informing radio, TV advertising and agency executives of current research trends was published for the first time last Friday by Schwerin Research Corp., New York.

The Schwerin Research Corp. bulletin will be distributed on the tenth of each month. First issue highlights discuss use of "house experts" in radio-TV commercials and describe Schwerin's technique of pre-testing "rough" filmed commercials. An explanation of the new Cash Alternative Test method also is featured.

TV HOMES HIT 19.5 MILLION IN 1952

During the 12 months following January 1952 some 6 million families added TV sets to bring the video-equipped percentage of U. S. families to 44%, reports Market Research Corp. of America's Consumer Research Panel. Greatest jump was in farm areas and cities of below 50,000 population.

WITH the addition of 6,000,000 more new television families during the period between January 1952 and January 1953, the number of families in the TV market reached 19,500,000 at the latter date.

These totals showing 44% of all U.S. families with television, was reported last Tuesday by Market Research Corp. of America and is based on findings of the firm's National Consumer panel. The analysis goes further into detail, listing such factors as the distribution of set ownership by regions, city size, economic class, education, occupation, size of family and the number of children in the surveyed families.

As might be expected with the commencement of television service in lesser-sized population areas during the latter part of 1952, the greatest increase in set ownership (100%) was reported for the farm areas and the cities ranging up to 50,000. Cities of over half-million showed only a 27% rise in TV familes.

Regionally, the Mountain and Southwest areas showed a 145% increase in TV families, considerably outdistancing all other sectors percentagewise.

The report shows a noticeable drop in white collar ownership, which slacked off from 23% of the ownerships to 18% during the 12-month period.

Breakdown of the panel report follows.

	% of Total Families in Each Market Division		%
	Jan. 1952	Jan. 1953	Increase
United States Total	31	44	40
Regions:			
Northeast	50	65	30
South	14	24	71
North Central	31	46	48
Mtn. & Southwest	11	27	145
Pacific	30	43	43
City Size:			
Farm	9	18	100
Under 2,500	11	22	100
2,500 to 50,000	13	26	100
50,000 to 500,000	31	47	52
500,000 & Over	59	75	27
Economic Class:			
A (High)	38	55	45
B	35	50	43
C	33	45	36
D (Low)	20	29	45
Education:			
Grammar School	26	38	46
High School	38	53	39
College	30	45	50
Occupation:			
Prof. & Exec.	36	53	47
Cler., Sales & Serv.	34	49	44
Crafts, Skilled Labor	41	56	37
Laborer & Operator	35	47	34
Farmer	9	16	77
Size of Family:			
1 & 2 Members	22	34	55
3 Members	35	47	34
4 & 5 Members	38	54	42
6 Members & Over	32	47	47
Presence of Children:			
5 Years & Under	41	54	32
6 Thru 12 Years	40	55	38
13 Thru 20 Years	33	47	42
No Children	23	35	52

Source: The National Consumer Panel of Market Research Corporation of America.

TV Shows Criticized

FIVE network television shows were found "objectionable" and four "variable" in the National Television Review Board's report for March.

At the same time, NTRB selected DuMont TV Network's *Life Is Worth Living* with Bishop Fulton J. Sheen as the "show of the month" for March.

The program was chosen for "contributing wholesome and outstanding entertainment, and advancing the standards of television programming for the entire industry." Program is sponsored on DuMont each Tuesday, 8-8:30 p.m. EST and on MBS radio Thursday, 9-9:30 p.m. EST.

The "objectionable": *The Web, Bride & Groom, Love of Life, Search for Tomorrow* and *Guiding Light*. The "variable": Walter Winchell, *Name's the Same, Mr. & Mrs. North* and *Superman.*

The board was set up as an independent organization of civic and press representatives in 1950 but *TV Forecast,* a Chicago fan magazine, claims sponsorship for it.

'Lux Radio', 'Hickok' Top West Coast Ratings

TOP radio programs in the Pacific area in February were *Lux Radio Theatre* in the evening and *Wild Bill Hickok* during weekday hours, according to a survey announced by A. C. Nielsen Co. last Wednesday. Ratings follow:

Pacific Nielsen Ratings
Top Radio Programs
February 1953
EVENING, ONCE-A-WEEK

Rank	Programs	Homes Reache (000
1	Lux Radio Theatre (CBS)	892
2	You Bet Your Life (NBC)	82
3	My Little Margie (CBS)	78
4	Our Miss Brooks (CBS)	74
5	Charlie McCarthy (CBS)	74
6	What's My Line (CBS)	73
7	Dragnet (NBC)	71
8	People Are Funny (CBS)	69
9	Life With Luigi (CBS)	66
10	Great Gildersleeve (NBC)	63

WEEKDAY

Rank	Programs	Homes Reache (000
1	Wild Bill Hickok (MBS)	59
2	Sergeant Preston of the Yukon (MBS)	53
3	Sky King	52
4	Romance of Helen Trent (CBS)	52
5	Our Gal Sunday (CBS)	52
6	Aunt Jenny (CBS)	52
7	Cecil Brown Commentary	49
8	Road of Life (NBC) (CBS)	49
9	This Is Nora Drake (CBS)	47
10	Ma Perkins (CBS)	47

Copyright 1953 by A. C. Nielsen Company

TV 'Hooperade' for March

CBS-TV's *I Love Lucy* took first place in the six cities covered in the "Hooperade of TV Stars" for March, marking the fourth straight month the program has topped the list, according to C. E. Hooper Inc. "Hooperade" covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Children's TV Habits

REPORT on children's television programs is contained in the March issue of *The Television Audience of Today* published by Advertest Research, New Brunswick and Newark, N. J. market research firm. The study is based on 763 personal interviews with mothers in New York area homes with children between the ages of 2 to 12.

Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

ON WMAR-TV
PROGRAM QUARTER-HOURS WITH FOOD SPONSORSHIP
DRAW A TOTAL OF OVER
5 MILLION
TUNE-INS EVERY WEEK!
BURNS AND ALLEN
GARRY MOORE
ART LINKLETTER'S
THE WOMAN'S ANGLE
starring ANN MAR
WMAR-
ARTHUR GODFREY

Ann Mar, mistress of cookery on WMAR-TV's The Woman's Angle has reason to look pleased. With her increased schedule, she now contributes 16 of the 80 food sponsored quarter-hours on WMAR-TV which draw more than 5,000,000 tune-ins each week.*

THE WOMAN'S ANGLE

Monday, Tuesday, Thursday, Friday	1-1.30 P. M.
Monday, Wednesday, Friday	3.30-4 P. M.

ANN MAR'S BLOCK PARTY

Thursdays	3.30-4 P. M.

*Based on March A. R. B.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO CHICAGO • ATLANTA • DALLAS • LOS ANGELES* ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

Hooper Offers New TV Report For Cities Not Now in Ratings

SPECIAL TV Station Audience Index Report, designed for new stations in cities not currently on the TV Hooperatings schedule, is being offered by C. E. Hooper Inc. Report would contain figures on sets-in-use for all homes and TV homes, share of audience, Hooperatings and Teleratings, based on TV homes for 6-7, 7-8, 8-9, 9-10 p.m. in Sunday through Saturday averages.

In cities with more than 50% TV set saturation, the same data will also be reported on 6-10 p.m. average for individual evenings. If a subscriber is a uhf station, the report will contain data on the extent of set conversion, based on the added interview question: "Has your receiver been converted to receive uhf channels?" (or a specific channel).

Station Audience Index Report is based on 3,360 duplex coincidental telephone interviews conducted within the toll-free area of the station's home city. Price is $300 for a city with at least 50% TV set saturation; $500 for a city with 25-50% TV set saturation (with sample increased to 6,720); $700 for a city with 10-25% TV set saturation (with sample increased to 10,080). For cities where a special interviewing staff has to be established there will be an additional charge of $100.

TELESTATUS®

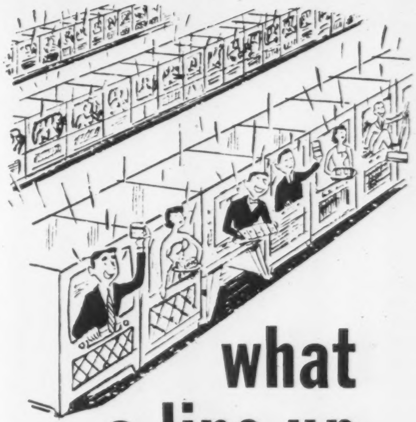
Weekly TV Set Summary—April 13, 1953—TELECASTING SURVEY

City	Outlets on Air	Sets in Area vhf	Sets in Area uhf
Albuquerque	KOB-TV	24,934	....
Altoona	WFBG-TV	....	....
Amarillo	KGNC-TV, KFDA	19,434	....
Ames	WOI-TV	131,964	....
Ann Arbor	WPAG-TV	....	....
Atlanta	WAGA-TV, WSB-TV, WLWA	270,000	....
Atlantic City	WFPG-TV	....	9,308
Austin	KTBC-TV	24,985	....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	....
Bangor	WABI-TV	16,000	....
Bethlehem	WLEV-TV	....	....
Binghamton	WNBF-TV	103,500	....
Birmingham	WAFM-TV, WBRC-TV	155,000	....
Bloomington	WTTV	221,800	....
Boston	WBZ-TV, WNAC-TV	1,029,151	....
Bridgeport	WICC-TV	....	....
Buffalo	WBEN-TV	336,931	....
Charlotte	WBTV	307,805	....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	407,000	....
Cleveland	WEWS, WNBK, WXEL	739,702	....
Colorado Springs	KKTV	16,500	....
Columbus	WNBS-TV, WLWC, WTVN	279,000	....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	....
Davenport	WOC-TV	179,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	....
Denver	KFEL-TV, KBTV	134,865	....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	....
El Paso	KROD-TV, KTSM-TV	19,545	....
Erie	WICU	184,680	....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	....
Galveston	KGUL-TV	235,000	....
Grand Rapids	WOOD-TV	233,961	....
Grensboro	WFMY-TV	156,548	....
Harrisburg	WHP-TV	35,000	....
Holyoke	WHYN-TV	....	....
Honolulu	KGMB-TV	17,597	....
Houston	KPRC-TV	237,000	....
Huntington-Charleston	WSAZ-TV	180,996	....
Indianapolis	WFMB-TV	332,000	....
Jackson	WJTV	....	13,420
Jacksonville	WMBR-TV	109,000	....
Johnstown	WJAC-TV	642,428	....
Kalamazoo	WKZO-TV	283,000	....
Kansas City	WDAF-TV	281,228	....
Lancaster	WGAL-TV	216,701	....
Lansing	WJIM-TV	174,350	....
Lawton	KSWO-TV	....	....
Lincoln	KOLN-TV	28,000	....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	....
Louisville	WAVE-TV, WHAS-TV	232,693	....
Lubbock, Tex.	KDUB-TV	22,104	....
Lynchburg	WLVA-TV	55,000	....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	....
Memphis	WMCT	201,800	....
Miami	WTVJ	178,500	....
Milwaukee	WTMJ-TV	416,706	....
Minn.-St. Paul	KSTV-TV, WCCO-TV	363,300	....
Minot	KCJB-TV	....	....
Mobile	WALA-TV, WKAB-TV	....	....
Nashville	WSM-TV	111,309	....
New Britain	WKNB-TV	....	53,017
New Castle	WKST-TV	....	27,763
New Haven	WNHC-TV	354,000	....
New Orleans	WDSU-TV	174,485	....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	....
Norfolk-Portsmouth Newport News	WTAR-TV	167,133	....
Oklahoma City	WKY-TV	193,700	....
Omaha	KMTV, WOW-TV	181,433	....
Peoria	WEEK-TV	....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	....
Phoenix	KPHO-TV	67,400	....
Pittsburgh	WDTV	584,000	....
Portland, Ore.	KPTV	....	72,839
Providence	WJAR-TV	429,005	....
Pueblo	KDZA-TV	13,000	....
Reading	WHUM-TV	....	84,748
Richmond	WTVR	164,742	....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	....
Rock Island	WHBF-TV	179,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	502,000	....
Salt Lake City	KDYL-TV, KSL-TV	124,600	....
San Antonio	KEYL, WOAI-TV	133,721	....
San Diego	KFMB-TV	173,800	....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	....
Schenectady-Albany-Troy	WRGB	261,400	....
Seattle	KING-TV	243,000	....
Sioux City	KVTV	....	30,669
Sioux Falls	KELO-TV	15,500	....
South Bend	WSBT-TV	....	37,097
Spokane	KHQ-TV, KXLY-TV	24,701	....
Springfield, Mass.	WWLP	....	....
Springfield, Mo.	KTTS-TV	....	....
Syracuse	WHEN, WSYR-TV	217,263	....
Tacoma	KTNT-TV	243,000	....
Tijuana (Mexico, San Diego	XETV	....	....
Toledo	WSPD-TV	224,000	....
Tucson	KOPO-TV	....	....
Tulsa	KOTV	142,360	....
Utica-Rome	WKTV	91,000	....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	....
Wichita Falls	KWFT-TV	....	....
Wilkes-Barre	WBRE-TV	....	52,000
Wilmington	WDEL-TV	134,034	....
York	WSBA-TV	....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000

Total Stations on Air 158*. Total Markets on Air 106*.

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U. S. however, is unduplicated estimate.



what a line up..

332,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~

~~60,000~~

~~90,000~~

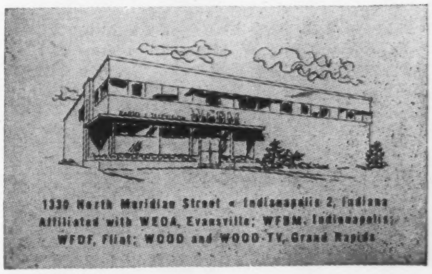
today

there are 332,000 sets in use in the rich market covered by

WFBM-TV

Indianapolis

Represented nationally by The Katz Agency



1330 North Meridian Street • Indianapolis 2, Indiana

Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

TV NEWSREEL

FORD DEALERS of Southern California will sponsor a third of Los Angeles Angels and Hollywood Stars 1953 baseball on KHJ-TV Hollywood in $161,000 deal. Discussing terms (l to r): Howard Wheeler, KHJ-TV acct. exec.; Walter Cooper, Ford Div. dist. mgr., Ford Motor Co.; Phil Johnston, pres., Ford Dealers Adv. Assn. of Southern Calif.; George Whitney, KHJ-TV sls. v.p., and William R. Wilgus, TV dept. head, J. Walter Thompson Co., agency.

RENEWAL and increase from once to twice weekly of *Cisco Kid* on WNBT (TV) New York for 41 weeks is signed by (l to r): Jay Helton, WNBT sls. mgr.; Gus Guckenberger, adv. mgr., Ward Baking Co., sponsor, and Max E. Buck, WNBT mchdsg. mgr.

CLAIMED Amarillo advertising's largest single contract, $72,000, is that by which Furr Food Super Market chain sponsors, on KGNC-TV that city, a five-times-weekly 10-minute newscast, three quarter-hour musical shows, a half-hour Saturday barn dance and two half-hour dramatic films. Signing (l to r): Monte Rosenwald, Southwest Adv., agency; Key Furr, chain owner, and Bill Clarke, KGNC-TV local sls. mgr.

WESTERN Massachusetts Electric Co. was first to buy time on WWLP (TV) Springfield, Mass., which started operations March 17. Readying for *Western Massachusetts High Lights* are (l to r): Seated, Tom Colton, show m.c., and Lewis I. Shwartz, WWLP prog. dir.; standing, Ned Pearson and Dick Bruce of Channing L. Bete Co., agency, and W. H. Letham, show dir.

CBS Has 9 of Top 10 In Nielsen AM Ratings

CBS had nine of the top 10 evening once-a-week shows, all the top 10 weekday and the top three Saturday programs in the March 1-7 ratings by A. C. Nielsen Co. on network radio. The ratings:

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK MARCH 1-7, 1953
NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED
EVENING, ONCE-A-WEEK		(000)
	(Average For All Programs)	(2,864)
1	Jack Benny (CBS)	8,011
2	Amos 'N' Andy (CBS)	6,624
3	Charlie McCarthy Show (CBS)	5,953
4	Lux Radio Theatre (CBS)	5,729
5	Our Miss Brooks (CBS)	4,968
6	People Are Funny (CBS)	4,699
7	Arthur Godfrey's Scouts (CBS)	4,431
8	You Bet Your Life (NBC)	4,207
9	My Little Margie (CBS)	4,118
10	Suspense (CBS)	4,028
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(1,566)
1	One Man's Family (NBC)	2,685
2	News of the World (NBC)	2,596
3	Silver Eagle (ABC)	2,506
WEEKDAY	(Average For All Programs)	(2,014)
1	Arthur Godfrey (Nabisco) (CBS)	3,580
2	Arthur Godfrey (Liggett & Myers) (CBS)	3,536
3	Arthur Godfrey (Toni) (CBS	3,446
4	Romance of Helen Trent (CBS)	3,357
5	Wendy Warren and the News (CBS)	3,312
6	Our Gal, Sunday (CBS)	3,267
7	Arthur Godfrey (Pillsbury) (CBS)	3,043
8	Guiding Light (CBS)	3,043
9	Aunt Jenny (CBS)	2,909
10	This Is Nora Drake (Toni) (CBS)	2,820
DAY, SUNDAY	(Average For All Programs)	(1,119)
1	Shadow, The (Sylvania) (MBS)	2,014
2	Shadow, The (Wildroot) (MBS)	1,925
3	New York Philharmonic (CBS)	1,656
DAY, SATURDAY	(Average For All Programs)	(1,432)
1	Theatre of Today (CBS)	2,596
2	Stars Over Hollywood (CBS)	2,551
3	Fun for All (CBS)	2,327

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

'52 Network TV Gross Up, But Sponsored Hours Drop

GROSS billings of the four TV networks for 1952 were 41.3% above 1951's, but the total sponsored network hours last year dropped 11.1% below total for the previous year.

Those seemingly contradictory reports of the progress (upwards or downwards?) of network television both are made by Magazine Advertising Bureau from the records of Publishers Information Bureau on advertising expenditures for TV network time. MAB spells it out by quarters in the following table:

Gross Network Billings
(In Thousands)

	1952	1951	Per Cent Change
1st Quarter	$ 45,674.3	$ 26,408.4	+73.0%
2nd Quarter	42,941.8	28,839.7	+48.9
3rd Quarter	40,226.5	30,136.7	+33.5
4th Quarter	51,925.1	42,604.7	+21.9
TOTAL	$180,794.7	$127,989.5	+41.3%

Sponsored Network Hours

1st Quarter	1,490.8	1,588.5	— 6.2%
2nd Quarter	1,312.3	1,568.0	—16.3
3rd Quarter	1,209.6	1,315.3	— 8.0
4th Quarter	1,495.6	1,725.6	—13.3
TOTAL	5,508.3	6,197.4	—11.1%

MAB's summation: "Money up—because of rate increases and extra stations—but sponsored network hours down."

See billings story, page 30.

Tuttle to Form Own Firm, King Becomes UTP Head

RESIGNATION of Willson (Bill) Tuttle as president of United Television Programs to form his own TV film production firm was announced last week. He will be succeeded as UTP president by Gerald King, a co-founder of the company.

Spokesman said that Mr. Tuttle will work closely with UTP and offer the firm the opportunity to distribute his properties.

Mr. Tuttle reported that he is completing negotiations for *Bulldog Drummond* and *Planetman*, a show which now is a transcribed radio series.

UTP Orientation Sessions Set To Coincide With NARTB Meet

UNITED Television Programs Inc., is holding a national meeting April 25-30 in Hollywood to acquaint its salesmen and other key personnel with the problems of film producers, UTP President Gerald King announced last week.

The meeting is timed to coincide with the NARTB convention.

A reception and buffet at the California Studios are scheduled the first day. Jack Gross and Philip Krasne, producers, CBS-TV's *Big Town* film series distributed by UTP, will be hosts.

On April 26, Mr. King will head a discussion of sales problems, new productions and uhf stations. Other UTP speakers that day: Sol Dolgin, supervisor, promotion-exploitation; Monroe Mendelsohn, advertising head; Walter A. Klinger, Hollywood district manager, and Ben Frye, vice president in charge of sales.

Producers To Speak

Speakers at a dinner in the Ambassador Hotel will be UTP producers: Messrs. Gross and Krasne; Charles Brown, vice president in charge of sales of Bing Crosby Enterprises; Lee Blevins, vice president, Kling Studios Inc.; Ted Kneeland, partner, Kneeland-Sax Productions; Hank McCune, head of his own production firm, and Sam Costello, producer-board member, Studio Films.

Milton Blink, UTP executive vice president, is in charge of arrangements.

Palmer Reports Color, 3-D, On One Black & White Film

SUCCESSFUL combination of tri-dimension and color on "one black and white film" was reported last week by Col. B. J. Palmer, Iowa radio and television station operator.

Stating the new system, called "Stereocolor", will be ready for showing to the motion picture industry soon, Col. Palmer said he believed the method can be adapted for television.

"As impossible as it seems," Col. Palmer said, "we produce 3-D and a full range of colors with one black and white film. The savings to the movie industry in this Stereocolor system, as compared with present 3-D and color systems, should be great."

The system was developed by R. E. Schenstead of Marshalltown, Iowa, over a 20-year period. Col. Palmer is one of Mr. Schenstead's financial backers, and is principal owner of WHO-AM-FM Des Moines, WOC-AM-FM-TV Davenport, and owns 25% of KMA Shenandoah and KMTV (TV) Omaha.

Chuckle

THE DAILY ARGUS-LEADER

Evening Edition

"South Dakota's Leading Newspaper"

PRICE FIVE C

SIOUX FALLS, SOUTH DAKOTA, FRIDAY, MARCH 20, 1953.

★

KELO-TV CHANNEL 11

NBC PRIMARY

ABC

Represented by

THE O. L. TAYLOR CO.

In Sioux City, Iowa

The Sioux City Journal

Warmer

Details Page 8

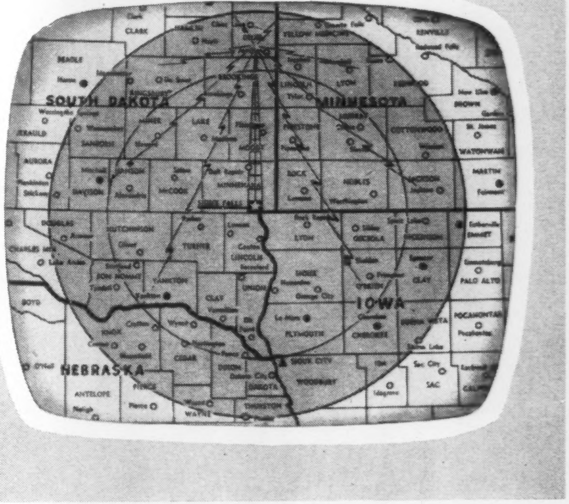
SPARKS

PRICE FIVE

SIOUX CITY, IOWA, WEDNESDAY, APRIL 1, 1953.—22 PAGES. • •

YEAR—VOL. 83, NO. 298.

KELO-TV CHANNEL 11 SERVING AND SELLING THE RICHEST CORNERS OF FOUR STATES.


SOUTH DAKOTA
MINNESOTA
IOWA
NEBRASKA
SIOUX FALLS
SIOUX CITY

KELO-TV

JOE FLOYD, President

EVANS A. NORD, Gen. Mgr.

NBC-TV ABC-TV

CHANNEL 11 — SIOUX FALLS, S. DAK.

CHANNEL 11 VHF

N·A·R·T·B
BROADCASTING
GOLF
tournament

at

Wilshire
Country Club
301 N. Rossmore Ave.,
Los Angeles, Calif.

Starting 9:30 A.M.
APRIL 27

Silver Cups for Winners.
Send reservations today
to any BROADCASTING •
TELECASTING office.

GEN. FILMS SETS UP PROCESSING PLANT

ORGANIZATION of General Film Laboratories Corp., Hollywood, and the putting into operation of its multi-million dollar film processing plant have been announced by G. Carleton Hunt, president.

The plant, at Argyle and Selma Aves., formerly occupied by Paramount Lab., was purchased last September by Mr. Hunt and Hans de Schulthess, now vice president of the firm. More than $500,000 went into renovating the plant, which now has a weekly processing capacity of 5 million feet of 35mm black-and-white positive and 1 million feet of 35mm negative film.

Four projection rooms are being equipped for both flat and 3-D film and 20 cutting rooms prepared for an editorial service.

Joining the new firm as director of sales is Alton A. Brody, who also continues as West Coast representative, De Luxe Labs., New York. Executive staff includes Alan Gundelfinger, general manager of Cinecolor, in the same capacity; Harlan Baumbach, Technicolor Corp., as technical director, and William Gephart, Paramount Lab., as processing director.

Cross-Complaint Is Filed Against Loews' Suit

CROSS-COMPLAINT to a breach of contract suit filed by Loews' Inc. two months ago has been filed by the defendants, Hugh Harman and Rudolph Ising, named in the earlier suit.

Messrs. Harman and Ising ask that the Federal Court in Los Angeles rule that they have had possession for the last 16 years of 37 theatrical cartoons made for MGM.

The $500,000 Loews' suit [B•T, Feb. 2] was filed to halt release of the films to television. It named, in addition to Messrs. Harman and Ising, KTTV Inc., Paramount Television Productions Inc. (operators of KTLA [TV] Los Angeles), Sterling Television Co. and Cornell Films among defendants. Loews charged breach of contract and asked for an injunction.

Last week's cross-complaint declares that the producers entered into a contract with MGM in 1934 to deliver 13 cartoons a year for five years. Disagreements developed, however, the cross-complaint asserts, and the contract was renegotiated in 1937.

Under the 1934 agreement the cartoons were MGM's property, but the rewritten contract, the cross-complaint states, gave Messrs. Harman and Ising sole ownership.

Film Firm Sues Jarvis For Alleged Non-Payment

SUIT asking $10,000 damages and $2,100 for alleged non-payment on use of TV films was filed against Al Jarvis, KECA-TV and KFWB Hollywood disc m.c., and ABC last Monday (April 6) in Los Angeles Superior Court by Daniel A. Cypert and Billy Dix, partners in Fountain Productions.

The suit charges Mr. Jarvis with televising 14 films in *The Fountain of Poetic Thought* series on KECA-TV between last Aug. 21 and Oct. 13, repeating eight of them between Sept. 1 and Nov. 6, without reasonable compensation. Value of each film was figured at $150 in the reported oral agreement with the defendant.

Plaintiff's partner, D. J. Stewart, has assigned them his rights in the complaint.

Two TV Film Firms Enter Bids for Chaplin Studios

SEPARATE BIDS have been entered by Gross-Krasne Inc. and Mark VII Productions, TV film production companies, to buy Charles Chaplin Studios, Hollywood, for which Mr. Chaplin, now living in Europe, reportedly has reduced his asking price from $1,400,000 to $900,000.

Gross-Krasne Inc., associated with United Television Programs Inc., recently bought California Studios for $135,000 from the estate of former owner Harry Sherman in a Superior Court probate sale. The sale is being contested by the late Mr. Sherman's daughters, Theodora and Arlynne Sherman. (See story below.)

Mark VII Productions, packagers and producers of the *Dragnet* AM-TV series, now has headquarters at Walt Disney Studios, but must vacate because the cartoon producer has said he needs space to expand.

CBS-TV Film Sales Reports Marked Business Increase

AN INCREASE in sales of CBS-TV Film Sales programs during the past three months amounting to more than 400% above the same period last year was announced last week by Wilbur S. Edwards, general sales manager. He said CBS-TV film shows have been sold in every new TV market to date.

New, and also the established stations, have been using CBS-TV Film Sales merchandising plans "with fine results" and have taken advantage of the unit's advisory service, Mr. Edwards said.

Some of the leading programs in sales, Mr. Edwards said, have been *Crown Theatre, The Gene Autry Show, Files of Jeffrey Jones, The Range Rider, Strange Adventure* and *World's Immortal Operas.*

Studios Sale Appealed

AN APPELLATE court has been asked to review the April 1 decision by Probate Judge Newcomb Condee in Los Angeles Superior Court reaffirming the sale of California Studios to Gross-Krasne Inc., TV film producers, for $135,000 [B•T, April 6].

Theodora and Arlynne Sherman, daughters of the late Harry Sherman, who owned controlling interest in the studios at time of his death last September, are protesting the sale, alleging they were treated inequitably by the court when they sought to bid on their father's stock. They asked Judge Condee to set aside his Dec. 5 decision approving the sale. Upon his refusal April 1, they immediately filed notice of appeal to the higher court.

Film Sales

Completion of 17 new sales of programs during the past two weeks was announced by **Consolidated Television Sales,** distribution and sales firm for filmed TV programming. These transactions were said to be in addition to complete catalogue sales to new TV stations under the recently-announced "station-starter" plan for new TV stations [B•T, March 16].

* * *

Arrow Productions, New York, TV film production firm, has sold *Ramar of the Jungle,* half-hour series starring Jon Hall, in eight additional cities, bringing total markets to 30. New

Telecasts from Towers high on Mt. Wilson reach huge Los Angeles audience

With one TV set to approximately every three people, Los Angeles County has about as highly concentrated a TV audience as you'll find in any area of comparable size. And these millions of watchers can enjoy TV at its best because all the major Los Angeles stations concentrate their telecasting at a single point — a nearby mountain top, towering more than a mile above the city itself.

Eighteen miles by direct line from Hollywood and Vine stands Mt. Wilson, site of the famous observatory. On its lofty summit, 6000 feet above sea level, are seven TV transmission towers. Programs sent out from this elevation come through with brilliant clarity, and have superior power and range. Concentration of telecasting at one point means much easier tuning for the millions of TV viewers within the 10,000-square-mile area served.

Naturally, these towers were built of steel. Steel for five of the seven was made and rolled within sight of Mt. Wilson — at the Los Angeles Plant of Bethlehem Pacific Coast Steel Corporation, Bethlehem's West Coast subsidiary.

With steel plants at Los Angeles, San Francisco and Seattle, together with steel-fabricating works and other facilities, Bethlehem Pacific is supplying substantial quantities of the many forms of steel that are serving growth and progress of the West.

BETHLEHEM STEEL

sales were reported in New York, Phoenix, Louisville, Portland, Salem, Ore., Spokane, Yakima and Bellingham, Wash.

* * *

Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Lindemann-Hoverson, Milwaukee, Wis., two 60-second, two 26-second and two 20-second films, through **Hoffman-York. Modern Hair Goods,** Denver, Colo., one 40-second 35mm Natural Color and one 60-second 16mm black and white film. **Ceil Heat,** Nashville, Tenn., one 60-second film. **Morton's Sandwich Spread,** Dallas, Tex., four 10-second IDs through **Ira E. De Jernett Advertising. Peter Pan Bread,** Omaha, Neb., four 60-second films through **Allen & Reynolds.**

* * *

Kling Studios Inc., Chicago, has announced release of syndicated beer commercials to new sponsors in six additional TV markets. Minute and 20-second spots will be used by **Blitz-Weinhard** in Portland, **Heidel Brau** in Sioux City, Iowa, and by **Southern Select** in Houston, Dallas-Fort Worth, Austin (all Texas) and Matamoros, Mexico-Brownsville, Tex.

* * *

Sarra Inc., New York and Chicago, has completed a series of 60-second TV film commercials for **Manor House Coffee.** The agency is Earle Ludgin & Co. **Montgomery McKinney,** account executive, and **Martha Hood,** radio-TV department, supervised production for the agency.

* * *

Spreen Oldsmobile-Cadillac, Huntington Park, Calif., has started a weekly half-hour film series, *Cases of Eddie Drake,* on KNXT (TV) Hollywood, for 13 weeks from April 10. Agency is **Killingsworth Co.,** Los Angeles.

Availabilities

Dynamic Films Inc., New York, is making avilable at no charge to TV stations *Racing Champions,* 25-minute film reviewing the highlights from the outstanding motor racing events.

* * *

Leo A. Handel Productions, Hollywood, has completed 20th film in *Everyday Adventures,* new TV series based on machines and processes supplying needs for everyday living. Distribution is by **Sterling Television Inc.**

Production

Mike Malloy Productions, Inc., Hollywood, with temporary headquarters at 1600 N. La Brea, has been formed by **Glenn Miller,** production manager, Filmcraft Productions, that city; **Al Gannaway,** New York TV produceractor; **Steve Brodie,** motion picture actor; **Fred Eggers,** M-G-M scenarist; **Virgil Miller,** cinematographer and 1952 "Oscar" nominee, and **Tom Hubbard,** one-time director of productions, Liberty Network.

Pilot film in *Mike Malloy,* half-hour mystery-drama TV series, has been completed starring Mr. Brodie. Firm goes into full-scale production this month.

* * *

Sovereign Productions, Hollywood, has started filming the final 18 programs in 36 half-hour film schedule for CBS-TV *General Electric Theatre* **(General Electric),** NBC-TV *Cavalcade of America* **(duPont)** and *Your Jewelers Showcase* **(Hamilton Watch Co.).** Currently in production are "Sam and the Whale Design," "Robert E. Lee" and "Daniel Webster," for duPont.

* * *

American Pictures Corp., Hollywood, at Motion Picture Center, is in pre-production on 13 half-hour light comedy TV film series, *Paris Model.*

* * *

Peter T. Scott Assoc., Kansas City, now is producing a low-budget quarter-hour TV film series with a Kansas City newspaper background.

* * *

Screen Gems Inc., Hollywood, has signed Edmond O'Brien, radio-TV, stage and film actor, as host-narrator for *The Law Strikes Back,* new half-hour TV film series currently in production.

* * *

Bell Productions has packaged two new TV shows, to be done either live or on film. Eddie Cantor protege **Bobby Breen** is featured in one and English singer **Denny Vaughan** in the other. Both are fifteen minute stanzas and pilot films will be shot later this month under the direction of Bell's executive producer, **Alan Abel.**

* * *

Stanley Murphy Productions, Hollywood, has signed **James Gleason** and **Fay Bainter** to portray Pa and Ma Dugan in a half-hour TV film series based on "Dixie Dugan" syndicated comic strip.

* * *

Desilu Productions, Hollywood, has leased the two largest soundstages at Motion Picture Center and will move in September from present headquarters at General Service Studios. In addition to filming CBS-TV *I Love Lucy* and *Our Miss Brooks,* the firm plans fall production on a new half-hour TV film series, tentatively titled *Downbeat.*

* * *

Harold C. Meyers Productions, New York, has completed a series of radio and TV spot announcements for the **U. S. Marine Corps** designed to assist in recruiting.

Random Shots

Guild Films, New York, is promoting its *Liberace* TV filmed series with special discs by Liberace playing two numbers which have been offered to local and regional sponsors at cost with the sponsor's name imprinted on the label. Sponsors may use the labels as "giveaways" to promote themselves and the show. Recording was handled by the new **Special Products Div. of Columbia Records,** which is creating special recording packages for promotional use in industry.

* * *

Adrian Weiss Productions, Los Angeles, is said to be the first TV film firm to support the plan instigated by publicity man **Irving Leeds** to make video programs available to servicemen hospitalized in the U. S. and overseas. A weekly half-hour film series, *Craig Kennedy Criminologist,* now is being shown weekly at Sawtelle Veterans' Hospital, Los Angeles, through cooperation of **George Whitney,** vice-president in charge of sales for KHJ-TV Hollywood, and **Sam Weiss,** sales manager of **Louis Weiss & Co.,** Los Angeles distribution firm. The series is shown in L. A. area on KHJ-TV.

* * *

Kling Studios Inc., Chicago, appoints the Downey Co. as its San Francisco representative.

Paramount Pictures, when it promoted the Los Angeles Easter opening of "Off Limits," new feature film starring **Bob Hope,** ran a $2,800 12-hour saturation spot announcement campaign the preceding day on KLAC-TV, KTLA (TV) and KECA-TV that city. One-day TV budget is largest ever set by studio.

Film People

Richard Heermance, producer of Allied Artists, Hollywood, adds duties as production consultant with **Interstate Television Corp.,** AA subsidiary, that city. First assignment is with the recently reactivated *Ethel Barrymore Theatre,* a half-hour TV film series. The second program goes into production in April.

* * *

Al Amundsen, formerly account executive and radio-TV director, Honig-Cooper, Seattle, has joined **Cinema Service** (film production), Seattle, as production director.

* * *

Joyce Took, story analyst, Frank Wisbar Productions, Hollywood, promoted to story editor on **NBC-TV's** *Fireside Theatre* **(Procter & Gamble).**

* * *

Peter Frank, film editor, MGM, Culver City, to **Cate & McGlone,** Hollywood commercial and TV film producers, as member of production department.

* * *

Theodore H. Kupferman has resigned from NBC's legal department to join **Cinerama Productions Corp.** as general attorney, **Dudley Roberts Jr.,** Cinerama president, announced last week.

* * *

John F. Mahon of Whelan & Wagenbach accounting firm, New York, to **George F. Foley Inc.,** New York, TV, radio and motion picture producers, as controller.

* * *

Al Horowitz, Western and Southern regional sales representative, Hollywood Television Service, North Hollywood subsidiary of Republic Pictures, joins **Gross-Krasne Inc.,** Hollywood, in charge of film editorial on CBS-TV *Big Town* and *Lux Video Theatre* film series.

* * *

R. G. Hemingway, formerly assistant sales manager, Alexite Division, has been named special television representative, **Alexander Film Co.,** Colorado Springs, Colo.

* * *

Martin Cohen of the Kate Smith unit has been named administrative director of **Teleprograms Inc.,** New York, a non-profit corporation producing public affairs television programs under a grant from the **Alfred P. Sloan Foundation** in cooperation with **NBC-TV.**

* * *

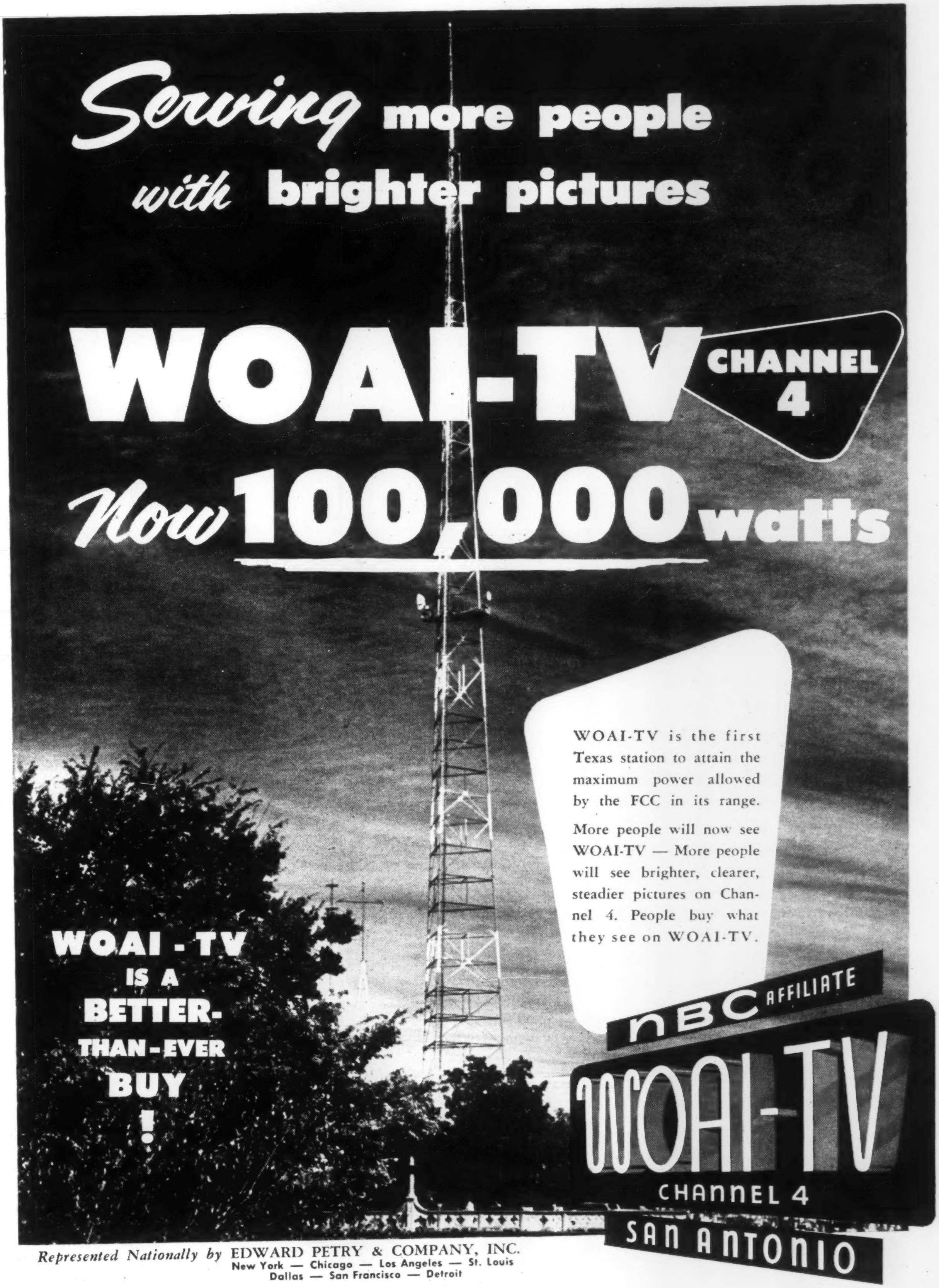
Tommy Henrich, former New York Yankees baseball star, has been signed to emcee and narrate the Telenews sportsreel, *This Week In Sports.*

* * *

Robert Newgard, sales executive, **Interstate Television Corp.,** Hollywood, father of boy, Christopher Michael, March 10.

* * *

Harry Novick, traffic manager of Guild Films, New York, father of a boy, Robert Ira, April 1.



Serving more people *with* brighter pictures

WOAI-TV CHANNEL 4

Now 100,000 watts

WOAI-TV is the first Texas station to attain the maximum power allowed by the FCC in its range.

More people will now see WOAI-TV — More people will see brighter, clearer, steadier pictures on Channel 4. People buy what they see on WOAI-TV.

WOAI - TV IS A BETTER-THAN-EVER BUY!

NBC AFFILIATE
WOAI-TV
CHANNEL 4
SAN ANTONIO

Represented Nationally by EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

Ziv Holds $50,000 Student Essay Contest

A $50,000 national essay contest for grammar and high school pupils will highlight the second year's exploitation campaign for Frederic W. Ziv Co.'s transcribed radio program, *I Was a Communist for the FBI*, Alvin E. Unger, Ziv's radio sales president, announced last week.

In outlining details of the contest, Mr. Unger reported that more than 70% of sponsors and stations contacted have renewed the program for the second year.

He said the contest will be held Sept. 13-Nov. 30 in cooperation with the Disabled American Veterans. According to Mr. Unger, DAV chapters and state departments in the program's listening areas will begin a special promotion campaign as part of a national Americanism program to obtain mayors' proclamations and cooperation from school heads, civic leaders and industrialists.

The contest will seek a 500-word or less essay on "What the American Flag Means to Me." A winner from each market in which the program is broadcast will be entered in the national contest.

Essays will be submitted to the local radio station carrying *I Was a Communist for the FBI*. Judges will be selected by the DAV chapter in the area in cooperation with station and sponsor. All first place local winners will be eligible for national awards, $2,000 for first place, $1,000 for second, and $500 for third.

The school represented by the national contest winner will receive $250; the teacher named by the winner will receive $250, and any veterans group or veterans hospital picked by the winner will receive $500.

Among the sponsors renewing the program is Golden State Dairies in northern California, which will carry the show in ten markets.

ASCAP Gross Revenue Totals $17.6 Millions

ASCAP gross revenue for 1952 totaled $17,672,000, Louis Bernstein, treasurer, reported to the society's annual meeting, held Tuesday at New York's Hotel Astor. Sum included $1,329,400 collected for performances of ASCAP music abroad as well as the domestic gross of $16,343,000 for the year. Operating expenses totaled $3,172,000 or 19% of the domestic income, leaving 81% for distribution to ASCAP members, the treasurer reported.

Last fall, Mr. Bernstein said, ASCAP members got $390,000 in royalties for broadcasting rights to ASCAP music in England and Canada, with another $766,329 in foreign royalties distributed last month.

Deems Taylor, reporting for the executive committee, described the ASCAP blanket contracts with radio and TV stations and networks as "fair and equitable." He noted that in contrast to the widespread anti-ASCAP legislative actions in the various states a few years back, only two such measures were introduced in state legislatures this year. No anti-ASCAP bill has become a state law in the last decade, he said.

Guest of honor at the annual banquet, Ed Sullivan, was given a clock by Otto Harbach, ASCAP president, in appreciation of his Sunday evening CBS-TV series, *Toast of the Town, The Ascap Story*.

NARTB NAMES CONVENTION PANELS; TV, RADIO WORKSHOPS SCHEDULED

Herbert Mayer, pioneer uhf telecaster who started first commercial station in upper band, to preside at discussion of uhf future at Los Angeles session. Paul Adanti to direct session on film's place in television. Several workshops will cover problems of broadcast station operators.

PROGRAM of NARTB's 31st annual convention in Los Angeles April 28-May 1 neared completion at the weekend as two workshop panels were set up and another dropped from the agenda, according to Clair R. McCollough, president of the Steinman Stations and chairman of the convention committee.

Herbert Mayer, KPTV (TV) Portland, Ore., a uhf station, will conduct an April 30 (Thursday) panel session titled "What About Uhf?" Mr. McCollough pointed out that Mr. Mayer had shown his faith in uhf by pioneering KPTV, first commercial station to operate in the band.

Paul Adanti, WHEN (TV) Syracuse, will be chairman of a panel titled "Film's Place in Television," to be held immediately after the uhf session. Mr. Adanti entered TV at WRGB Schenectady in 1940 and joined WHEN in 1948.

A tentatively scheduled trade press panel slated at noon on the last day of the convention has been dropped because of inability of some of the invited panel members to participate.

On the Uhf Panel

Serving with Mr. Mayer on the uhf panel will be James B. Tharpe, Allen B. DuMont Labs.; Frank P. Barnes, General Electric Co.; Martin Silver, Federal Telecommunications Labs.; E. C. Tracy, RCA Victor; Alan C. Tindal, WWLP Springfield, Mass, and Kenyon R. Brown, KWFT Wichita Falls, Tex.

Members of the Adanti film panel will be E. H. Ezzes, Motion Pictures for TV; John H. Mitchell, Screen Gems; Ralph W. Nimmons, WFAA-TV Dallas; Lee Ruwitch, WTVJ (TV) Miami; Harold P. See, KRON-TV San Francisco; Gerald King, United Television Programs; Robert W. Sarnoff, NBC; Peter M. Robeck, Consolidated Television Sales, and John L. Sinn, Ziv Television Programs.

A convention feature titled "Principles of Profitable Radio Operation" will be held Wednesday afternoon. The program will be built around NARTB's five-market cities report analyzing five typical areas. The scientific study was conducted under direction of Richard M. Allerton, NARTB research manager.

Similarly, the problems of radio broadcasters will be covered in two meetings to be held Tuesday afternoon. First of these will be BAB's annual program on radio selling and advertising techniques. Following the BAB meeting will be a session conducted by the Affiliates Committee, an all-industry group formed at the 1951 convention to deal with network radio rate pressures. Committee chairman is Paul W. Morency, WTIC Hartford.

Five Market Program

Mr. Morency and NARTB President Harold E. Fellows will take part in the Wednesday afternoon five-market program. Others participating will be John Esau, KTUL Tulsa; G. Richard Shafto, WIS Columbia, S. C.; F. C. Sowell, WLAC Nashville; William C. Grove, KFBC Cheyenne, Wyo.; John F. Patt, WGAR Cleveland, and Lee Little, KTUC Tucson, Ariz.

Radio merchandising program and labor panels are scheduled Thursday.

Members of the convention Resolutions Committee are H Quentin Cox, KGW Portland, Ore., chairman; Robert R. Tincher, WNAX Yankton, S. D.; Harry D. Peck, WISN Milwaukee; Irving Rosenhaus, WATV (TV) Newark, and Jack Harris, KPRC Houston.

On the convention Credentials Committee are George J. Higgins, KMBC Kansas City, chairman; Eugene O'Fallon, KFEL Denver; Harry R. Spence, KXRO Aberdeen, Wyo.; Helen Alvarez, KOTV (TV) Tulsa; Joe Bernard, KOMA Oklahoma City, and Henry P. Johnston, WSGN Birmingham.

ANNUAL NARTB golf tournament for B•T silver trophies will be staged Monday, April 27 at Wilshire Country Club, 301 N. Rossmore Ave., Los Angeles. Buses will leave Biltmore Hotel at 9:15 a.m. Play starts at 10 a.m. Entries may be sent to Maury Long, B•T business manager who is managing tournament, or any B•T bureau.

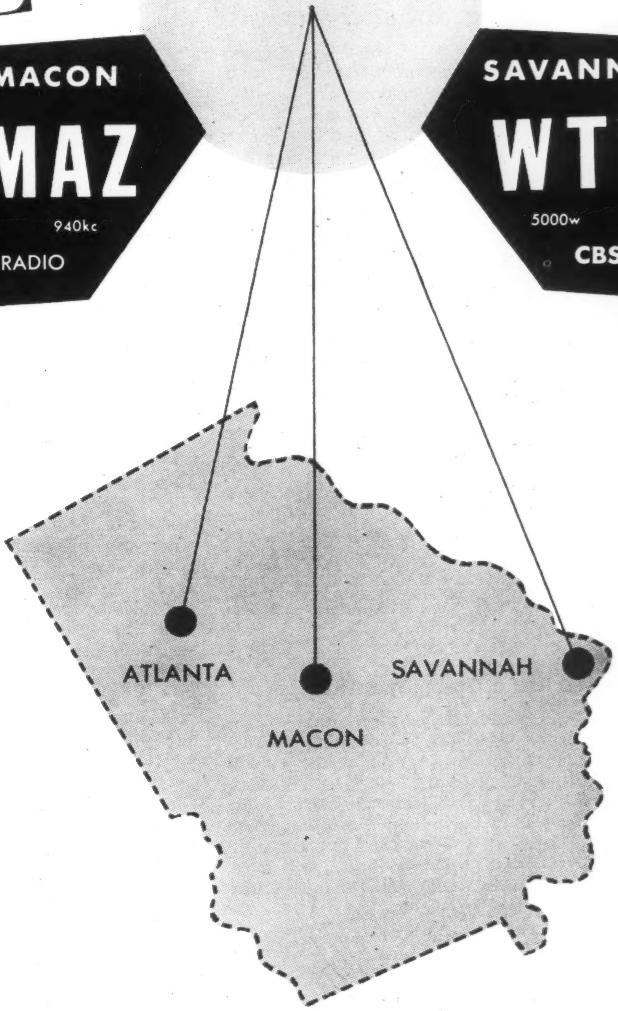
ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

ATLANTA
WAGA
5000w 590kc
CBS
RADIO

THE GEORGIA TRIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



the TRIO offers
advertisers at
one low cost:

CONCENTRATED
COVERAGE
•
MERCHANDISING
ASSISTANCE
•
LISTENER LOYALTY
BUILT BY LOCAL
PROGRAMMING
•
DEALER LOYALTIES

in 3 major markets

represented
individually and
as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

NARTB TV BOARD ELIGIBLES NAMED

ELECTION of four directors to the NARTB Television Board will be made from a list of 42 station operators certified Thursday by C. E. Arney Jr., NARTB secretary-treasurer. The election, for two-year terms, will be held Tuesday, April 28, at 10 a.m. during a TV membership business session at the Biltmore Hotel, Los Angeles.

Three directors representing both aural and TV stations will be elected. Incumbents, serving one-year terms expiring at the convention, are Campbell Arnoux, WTAR-AM-TV Norfolk, Va.; William A. Fay, WHAM-AM-TV Rochester, N. Y., and Henry W. Slavick, WMC WMCT (TV) Memphis. One TV-only director will be elected. The incumbent is Kenneth L. Carter, WAAM (TV) Baltimore. All four are certified as eligible for nomination.

The four directors designated by TV networks to serve on the board are not subject to the election process. They are Alexander Stronach Jr., ABC; Merle S. Jones, CBS; Chris J. Witting, DuMont TV Network, and Frank M. Russell, NBC. These four take office May 1, also serving two-year terms.

List of eligibles for floor nomination in the election follows:

Harold E. Anderson, KOLN-TV Lincoln, Neb.; Campbell Arnoux, WTAR-TV Norfolk, Va.; Harry Bitner, WFBM-TV Indianapolis, and WOOD-TV Grand Rapids, Mich.; Richard A. Borel, WBNS-TV Columbus, Ohio; Martin Campbell, WFAA-TV Dallas; Howard Chernoff, KFMB-TV San Diego; Wayne Coy, KOB-TV Albuquerque; Charles H. Crutchfield, WBTV (TV) Charlotte, N. C.; Walter J. Damm, WTMJ-TV Milwaukee; William A. Fay, WHAM-TV Rochester, N. Y.; Frank P. Fogarty, WOW-TV Omaha, WHEN Syracuse; and KPHO-TV Phoenix; G. David Gentling, KROC-TV Rochester, Minn.; H. E. Gibbens, WAFB-TV Baton Rouge, La.; R. B. Hanna, WRGB (TV) Schenectady, N. Y.; Jack Harris, KPRC-TV Houston; Thad Holt, WAFM-TV Birmingham; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Douglas D. Kahle, KCSJ-TV Pueblo, Colo.; Glenn Marshall Jr., WMBR-TV Jacksonville; Thomas E. Martin, WEEU-TV Reading; James H. Moore, WSLS-TV Roanoke; David H. Morris, KNUZ-TV Houston; Vernon A. Nolte, WHIZ-TV Zanesville, Ohio; Eugene P. O'Fallon Jr., KFEL-TV Denver.

Milo J. Peterson, KGEM-TV Boise, Idaho; D. L. Provost, WBAL-TV Baltimore; Ward L. Quaal, WLWA (TV) Atlanta, WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati; Clyde W. Rembert, KRLD-TV Dallas; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; James D. Russell, KKTV (TV) Colorado Springs; Harold P. See, KRON-TV San Francisco; Victor A. Sholis, WHAS-TV Louisville; Donald W. Thornburgh, WCAU-TV Philadelphia; Robert R. Tincher, KVTV (TV) Sioux City, Ia.; F. Van Konynenburg, WCCO-TV Minneapolis; Willard E. Walbridge, WJIM-TV Lansing, Mich.; William E. Ware, KSTM-TV St. Louis; Kenneth L. Carter, WAAM (TV) Baltimore; Gaines Kelley, WFMY (TV) Greensboro, N. C.; Richard A. Moore, KTTV (TV) Los Angeles; W. D. Rogers, KDUB-TV Lubbock, Tex.; Clyde Weatherby, KANG-TV Waco, Tex.

Barnes Nominated to Head Radio Pioneers N. Y. Unit

PAT BARNES, veteran broadcast entertainer, has been nominated for president of the New York chapter of Radio Pioneers for the 1953-54 season by the chapter's nominating committee. Others on the official slate, normally tantamount to election, are: Vice presidents—Frank Silvernail, BBDO, Charles Butterfield, AP; Henriette Harrison, YMCA; secretary—Bruce Robertson, B•T, treasurer—Charles A. Wall, BMI and AMQ.

Election will be held May 20 at a dinner meeting of the New York chapter at which these and any others nominated by petition will be voted on by the membership. Nominating committee was headed by William S. Hedges, NBC, and also included G. W. Johnstone, NAM; Carl Haverlin, BMI; James Wallen, MBS, and Tom Kennedy, *New York Times*.

FCC Delegation

LIMITED FCC budget this year is responsible for a small delegation to the NARTB Los Angeles convention April 28-May 1. Chairman Paul A. Walker—whether Chairman at the time or not—plans to attend. Comr. Robert T. Bartley will go, as will Comr. George E. Sterling who will address an engineering meeting on Conelrad. Comr. Eugene H. Merrill, planning a vacation in the West after he is succeeded by Comr.-Designate John C. Doerfer, may attend as a private citizen. Comr. Frieda B. Hennock doesn't know, asking "Does anyone have car fare?" Comrs. Rosel H. Hyde and E. M. Webster have no plans.

Shein of WBTH Williamson Heads W. Va. Broadcasters

NEW president of West Virginia Broadcasters Assn. is Alice Shein, general manager of WBTH Williamson. Miss Shein was elected unanimously at the annual spring meeting in Charleston. She had served four years as secretary. WVBA said she is the first woman elected to any state broadcasting association presidency.

Miss Shein

Paul Myers, WWVA Wheeling, was elected vice president and Fred Zimmerman, WBLK Clarksburg, was elected secretary-treasurer. Outgoing officers are John H. Gelder, WCHS Charleston, president; William Rine, WWVA Wheeling, vice president, and Miss Shein, secretary-treasurer.

New directors elected were John Johns, WAJR Morgantown; Aud Archer, WCOM Parkersburg; Burton Sonis, WTIP Charleston; Mel Barnett, WLOH Princeton; Flem Evans, WPLH Huntington; John Phillips, WHTN Huntington; L. H. Rogers II, WSAZ-TV Huntington; Robert Thomas, WOAY Oak Hill.

Bell to Be Panel Speaker

PANEL discussion of media problems will be held at the April 23-25 Speedwriting International Convention, to be held at the Palmer House, Chicago. Howard Bell, NARTB assistant to the TV vice president, will speak on the question, "Can Schools Use Television Profitably?" Harlow P. Roberts, executive vice president of Goodkind, Joice & Morgan, will speak on "How to Make Radio Pay Off in Inquiries and Enrollments."

Heads Alabama Broadcasters

MALCOLM STREET, WHMA Anniston, became president of the Alabama Broadcasters Assn. after elections at the annual spring convention held in Florence. He succeeds Tom Martin, WAPX Montgomery.

Other officers are:

J. Dige Bishop, WCTA Andalusia, vice president; Richard B. Biddle, WOWL Florence, secretary-treasurer; board members Frank Whisenant, WMSL Decatur; Lionel Baxter, WAPI Birmingham; R. A. Davidson, WHTB Talladega; Joe Mathews, WJJJ Montgomery; Julian C. Smith, WAGF Dothan; Dewey H. Long, WABB Mobile; Edward Z. Carroll, WGSV Guntersville, and Tom Martin, WAPX Montgomery.

BAB STRESSES VALUE OF MORNING RADIO

IMPORTANCE to the advertiser of some 1,188 U. S. cities and towns which have no morning daily newspapers but have all-day radio service is pointed up in a BAB study distributed to members last week.

The report is the second in a series of BAB studies accenting radio's penetration of American cities. The first study indicated there are 409 cities, with more than a million families within their limits, which have local radio stations but no daily newspapers.

Calling the morning period "a time of decision and action in many households," the new study points out that some six million families live in areas with no daily newspaper but with a local radio station. It also cites the trend toward providing "advertising service all day every day" resulting from nation-wide radio growth.

BAB notes that 49% of all U. S. radio stations now are located in cities without morning newspapers and that an additional 17% are in cities with no daily newspaper service of any kind. Texas, which has 100 cities without morning daily newspaper service but with local radio service, leads all states, followed by California, 68; North Carolina, 58, and Illinois, 50.

SRA Meeting on Measurement Studies Is Being Arranged

ATTEMPTING to clear up some of the prevailing confusion about the broadcast measurement studies made last year by A. C. Nielsen Co. and Standard Audit & Measurement Services, Station Representatives Assn. has invited the heads of the two measuring organizations—Arthur C. Nielsen and Kenneth Baker—to address a meeting of SRA members to which agency executives were invited.

Invitations, sent last week by Ward Dorrell of John Blair & Co., chairman of the SRA Committee on Audience Measurements, do not specify a date for the proposed representative-agency meeting. This will be worked out with the speakers after they have agreed to describe their measuring techniques and to explain the variations in their audience reports for individual markets to the group, Mr. Dorrell told B•T:

"It seems highly desirable for both the buyers and sellers of broadcast facilities to have this information," he said.

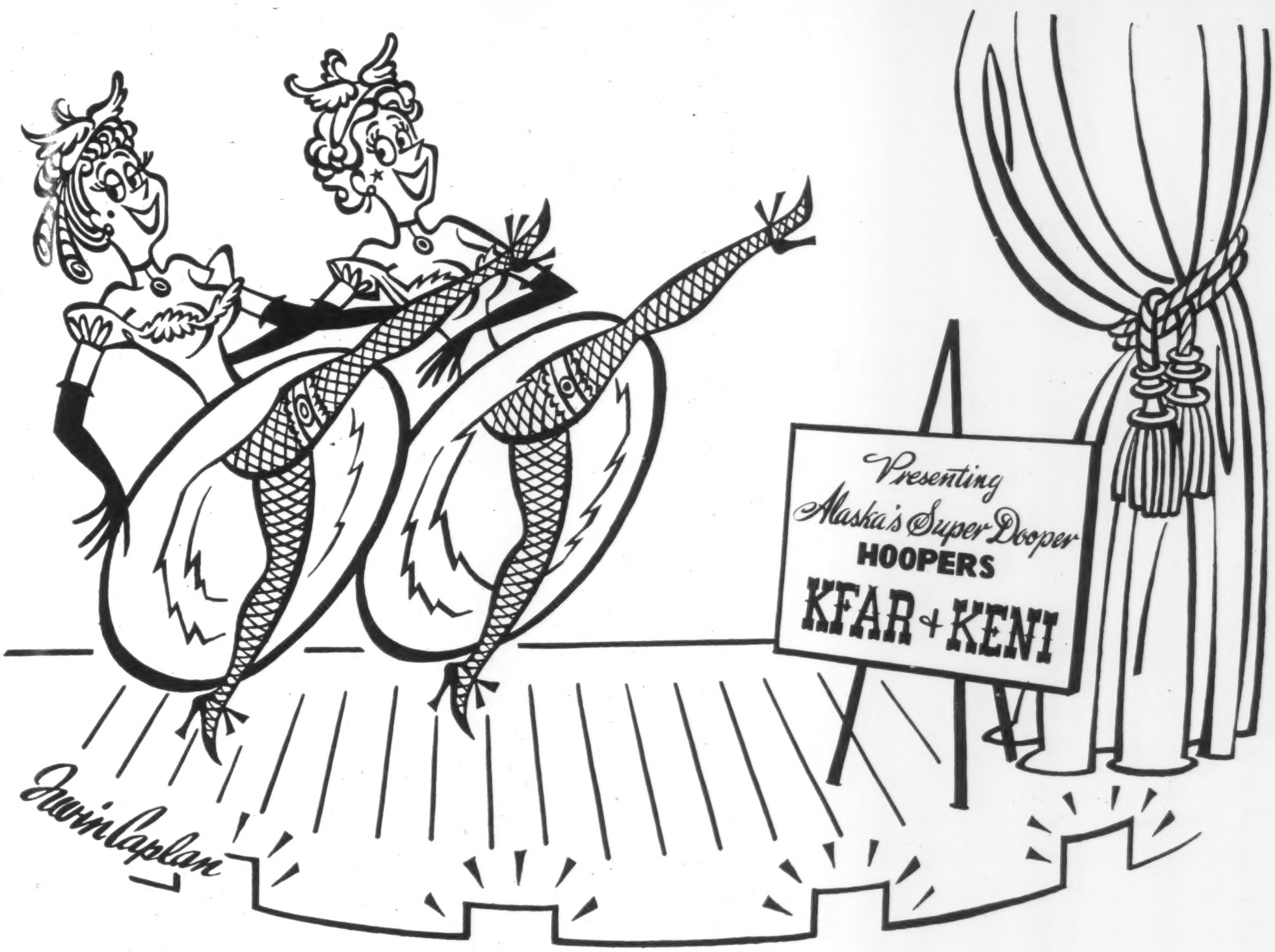
SRA committee, in addition to Chairman Dorrell, comprises Jones Scovern, Free & Peters; Dan Denenholz, Katz Agency; Louis Moore, Robert Meeker Assoc., and Russ Walker, John E. Pearson Co.

RTNDA Board Sets Meet May 2-3 at Evanston, Ill.

RADIO-TELEVISION New Directors Assn.'s board of directors has scheduled its spring meeting May 2-3 at the Orrington Hotel, Evanston, Ill., Tom Eaton, WTIC Hartford, president, said last week.

The association has named Sid Pietzsch, WFAA Dallas news director, as chairman of a committee to study RTNDA memberships. Hal Baker, WSM Nashville, is board liaison officer on the committee. Others: Ross Edwards, WCHS Charleston, W. Va., and Brooks Watson WMBD Peoria.

XUM



SHARE OF AUDIENCE

FAIRBANKS

TIME	KFAR	Sta. 'B'	Sta. 'C'
MORNINGS Mon. thru Fri.	**65.7%**	23.1%	11.0%
AFTERNOONS Mon. thru Fri.	**62.7**	24.4	12.8
AFTERNOONS Sunday	**62.3**	24.6	11.9
EVENINGS Sun. thru Sat.	**48.9**	40.7	10.4

ANCHORAGE

TIME	KENI	Sta. 'B'	Sta. 'C'	Sta. 'D'
MORNINGS Mon. thru Fri.	**65.1%**	17.4%	13.9%	3.2%
AFTERNOONS Mon. thru Fri.	**63.1**	14.3	20.5	1.7
AFTERNOONS Sunday	**45.6**	22.8	27.3	4.1
EVENINGS Sun. thru Sat.	**54.7**	27.6	15.8	1.6

Wow! What a show! If you're interested in top box office for your clients in Alaska you really should see it. You'll be amazed! You never saw such figures! Imagine, three acts a day . . . morning, noon and night, seven days a week . . . and they steal the bulk of the Alaska audience every time! Wouldn't you like to meet these fantastic Hoopers* in person . . . and see for yourself the amazing record of a truly outstanding performance. Just whistle. We'd love to trot 'em out for you.

* *First ever available in Alaska. Taken in Fairbanks and Anchorage only.*

MIDNIGHT SUN - AURORA BROADCASTING SYSTEM

Alaska's Four Great Stations

KFAR, Fairbanks • KENI, Anchorage • KJNO, Juneau • KABI, Ketchikan

Affiliates: NBC - ABC - Mutual - Don Lee

GILBERT A. WELLINGTON, Nat'l Adv. Mgr., 5546 White-Henry-Stuart Bldg., Seattle • JAMES C. FLETCHER, Jr., Eastern Sales Mgr., 60 W. 46th St., New York, N.Y.

Ad Panel April 21

TELEVISION advertising panel discussion is scheduled April 21 by the Assn. of Advertising Men, New York. The club, comprising younger men and women, meets at the Wings Club, Biltmore Hotel, New York. Thad Brown, NARTB TV vice president and television counsel, and Howard Bell, his assistant, will take part in the panel along with representatives of several New York television stations.

1,000 TV, Movie Engineers Expected at SMPTE Meet

SOME 1,000 movie and TV technicians are expected to attend the five-day, semi-annual convention of the Society of Motion Picture and Television Engineers to be held at the Statler Hotel, Los Angeles, starting April 27.

Jack Servies, SMPTE convention vice president, said although wide-screen stereophonic sound and 3-D head the program of 61 technical papers and demonstrations, there will be many papers on TV to accommodate video engineers who will be attending the NARTB convention at the Los Angeles Biltmore Hotel that same week.

WSAB Initiates Provisions For TV Station Membership

WASHINGTON State Assn. of Broadcasters has cleared the way for TV stations to become active members by adopting a constitutional change. Action was at a March 27 meeting in Tacoma.

WSAB also opened associate membership to firms in allied industries, and increased the size of the board of directors from five to seven members.

Officers re-elected were president, Leo Beckley, KBRC Mt. Vernon; vice president, Loren Stone, KBRO Bremerton; secretary treasurer, Allen Miller, KWSC Pullman. Elected to the board were immediate past president Fred F. Chitty, KVAN Vancouver; R. Lee Black, KIMA Yakima; Joe Chytil, KELA Centralia-Chehalis, and Robert Pollock, KRSC Seattle.

Cox Is Principal Speaker

Jim Cox, west coast manager, BMI, was principal speaker on the topic, "Radio Too Has Things in View." He advised broadcasters to make immediate inventory, check with listeners on programming, and then move forward "with imagination and foresight," according to their findings.

Bernard Orell, Washington State Forester, complimented the broadcasters for special efforts last year and promises of renewed cooperation this year to warn of logging shutdowns in critical fire weather.

RCA Institutes Alumni Meet To Discuss TV Set Troubles

ROBERT DARGAN, chief instructor in charge of training and technical information for Philco Corp., Thursday (April 16) will demonstrate common and unusual troubles of TV sets before the monthly meeting of RCA Institutes Alumni.

Patsy Genduso, president, invites all alumni to attend the sessions held the third Thursday of each month. Lecturers are presented each time; the May 21 meeting will feature transistors. Details are being arranged for the June meet. Sessions are held in the Institute building.

Ahern Spoke in March

William Ahern, TV technical supervisor for NBC, addressed the March meeting, demonstrating the Vidicon camera and the "brief case" remote amplifier.

HONORARY MEMBERSHIP in Alumni Assn. of RCA Institutes is presented William Ahern (l), TV technical supervisor for NBC, by Patsy Genduso, alumni president, after Mr. Ahern had addressed the March meeting of the Institutes group.

Plans Set for April 28 Television News Seminar

TWENTY experts in TV news operations will preside over sessions of the first National Television News Seminar set for April 28-May 2. Co-sponsored by Radio-Television News Directors Assn. and Northwestern U.'s Medill School of Journalism, the seminar will meet at the Orrington Hotel, Evanston, Ill.

Quota Filled in Advance

Enrollment for the seminar stands at 45. Baskett Mosse, Northwestern, states that the quota was filled six weeks ahead.

With respect to this, he pointed out that the news sessions may be repeated later in the year to meet apparent demand.

Working newsmen and equipment specialists of the faculty will lecture and answer questions covering, for the most part, the problem of how to maintain the best TV news operations on a low budget. Five general managers and station vice presidents, 33 news directors, four program directors, two journalism professors and one sports director, from 20 states, are among seminar members.

THE GAME'S
THE SAME

. . . BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION . . .

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage . . . all are heard the same time. Yet WBNS held twice as many listeners as any other station . . . week after week!

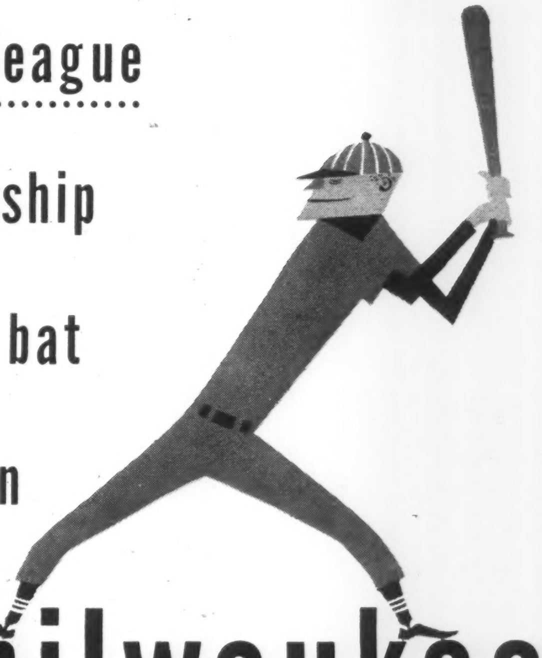
Yes . . . WBNS *is* Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal . . . BUT when they listen most to WBNS when *all* local stations have the same program, you *know* listening has become a habit . . . an instinctive preference sponsors can cash in on by using WBNS all the time.

CBS for CENTRAL OHIO

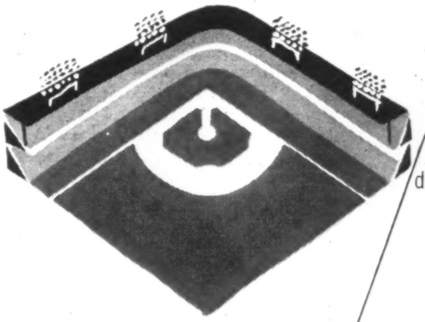
WBNS radio
COLUMBUS, OHIO

ASK
JOHN BLAIR

big-league salesmanship goes to bat for you in milwaukee!



It's like hitting a homer with the bases full. In this thriving metropolis that now has big-league status in baseball as well as in purchasing power, WCAN is the hardest-hitting, most merchandising-minded voice. It commands great audience, pulls mail powerfully and sells merchandise at a terrific clip. Get big-league salesmanship for every dollar you spend. Let WCAN go to bat for you in Milwaukee!



WCAN

the can-do station in milwaukee | abc affiliate | 5,000 watts

represented nationally by O. L. Taylor and Co.

ECONOMIC INJURY CHARGES DELAY THREE MORE GRANTS

Grants involved are uhf Ch. 46 at Durham, N. C., share-time vhf Ch. 8 at Salinas-Monterey, Calif. FCC's action in the cases is based on Sec. 309 (c) of the Communications Act which specifies that non-hearing grants may be protested by 'parties in interest' within 30 days.

RECOGNIZING new protests of alleged economic injury, FCC last week postponed the effective dates of three more TV grants pending expedited hearings on the applications involved.

These were the uhf Ch. 46 grant at Durham, N. C., to T. E. Allen & Sons and the share-time vhf Ch. 8 grants at Salinas-Monterey, Calif., to KSBW and KMBY there. Comrs. Rosel H. Hyde and Robert T. Bartley dissented in the Durham ruling.

Postponing of the Durham grant stems from the protest by Public Information Corp., operator of WSSB Durham, while the Salinas-Monterey action is based upon the complaint of Salinas-Monterey Television Co., permittee for uhf Ch. 28 KICU (TV) there and owned by Grant R. Wrathall and S. A. Cisler Jr. [B•T, March 30].

The Allen application and the KSBW and KMBY bids were designated "for hearing at a time and place, and upon issues, to be indicated by further order of the Commission."

FCC's action in these cases is based upon Sec. 309(c) of the Communications Act which specifies that non-hearing grants may be protested by "parties in interest" within 30 days of the grant. FCC thereupon must act upon the protest within 15 days. If the protestant is ruled a party in interest, Sec. 309(c) requires that an "expedited" hearing be held. The protested grant is "postponed" until completion of the proceeding.

Burden of Proof

Sec. 309(c) sets forth that upon issues designated by the Commission, the burden of proof rests with the applicant, but upon all other issues or allegations raised by the complainant, burden of proof rests with the latter.

The protest rights and party-in-interest concept embodied in Sec. 309(c) is an amendment made to the Communications Act by the McFarland Act last year. At the time of legislative hearings, FCC witnesses warned against this amendment on the ground that too broad interpretation of party-in-interest would ensue, with resulting flood of protests to non-hearing grants in both the broadcast and non-broadcast fields.

The first significant Sec. 309(c) economic protest was that of Music Broadcasting Corp., licensee of WGRD Grand Rapids, Mich., directed against the uhf Ch. 35 grant to Versluis Radio & Television Co. at Muskegon, Mich. FCC denied the protest last December, contending WGRD was not a party in interest. WGRD went to court and FCC was subsequently advised by the U.S. Attorney General that he could not support the Commission ruling. FCC thereupon reconsidered, declared WGRD to be a party in interest within the meaning of Sec. 309(c) and set the Versluis application for hearing [B•T, March 30].

The reversal on the WGRD protest established a precedent for subsequent ruling on Sec. 309(c) protests.

FCC acknowledged to have standing the complaint by WGRD that it would be injured economically by the Versluis grant. WGRD alleged the Versluis TV station would cover both Muskegon and Grand Rapids and as principal owner Leonard Versluis also operates WLAV-AM-FM Grand Rapids, he could offer combination rates to the competitive detriment of WGRD.

The WGRD precedent was cited by FCC in heeding the protest of Gordon Brown, operator of WSAY Rochester, N. Y., to postpone the effective dates of share-time grants on vhf Ch. 10 at Rochester to WHEC and WVET there [B•T, April 6].

FCC ruled WSAY has standing upon its allegation of economic injury, but observed that the protestant "misconceives the purpose and requirements of Sec. 309(c)" in requesting comparative hearing for his own Ch. 10 bid, filed after the share-time grants to WHEC and WVET.

Challenges Grant

Respecting the Durham action, Public Information challenged FCC's Ch. 46 grant to T. E. Allen & Sons, representing a merger of two former competitors for the channel—the original T. E. Allen & Sons application and that of WTOB Durham, N. C. [B•T, March 2]. FCC said Public Information has standing as licensee of WSSB there, but ruled its Ch. 46 bid, filed the same day as the grant, is not entitled to comparative consideration.

Sec. 309(c)

HERE'S the controversial protest provision of the Communications Act—one of the McFarland Act amendment changes—now at the root of hearings being set on some TV grants:

Section 309(c)—When any instrument of authorization is granted by the Commission without a hearing as provided in subsection (a) hereof, such grant shall remain subject to protest as hereinafter provided for a period of thirty days. During such thirty-day period any party in interest may file a protest under oath directed to such grant and request a hearing on said application so granted. Any protest so filed shall contain such allegations of fact as will show the protestant to be a party in interest and shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally. The Commission shall, within fifteen days from the date of the filing of such protest, enter findings as to whether such protest meets the foregoing requirements and if it so finds the application involved shall be set for hearing upon the issues set forth in said protest, together with such further specific issues, if any, as may be prescribed by the Commission. In any hearing subsequently held upon such application all issues specified by the Commission shall be tried in the same manner provided in subsection (b) hereof, but with respect to all issues set forth in the protest and not specifically adopted by the Commission, both the burden of proceeding with the introduction of evidence and the burden of proof shall be upon the protestant. The hearing and determination of cases arising under this subsection shall be expedited by the Commission and pending hearing and decision the effective date of the Commission's action to which protest is made shall be postponed to the effective date of the Commission's decision after hearing, unless the authorization involved is necessary to the maintenance or conduct of an existing service, in which event the Commission shall authorize the applicant to utilize the facilities or authorization in question pending the Commission's decision after hearing.

Text of Opinion and Order

FCC's memorandum opinion and order said, in part:

> In light of the fact that the protest alleges that protestant is the licensee of a standard broadcast station in Durham, North Carolina, the very community for which the construction permit was granted, we are of the view that it is a party in interest within the meaning of Sec. 309(c). It is true that the protest does not contain an affirmative allegation of economic injury but we believe that a reasonable inference of probable economic injury flows from the allegation as to the protestant's status. *Sanders v. FCC*, 309 U.S. 470; *In re Applications of WHEC Inc. and Veterans Bcstg. Company Inc.* (FCC 53-384) adopted April 1, 1953; *In re Application of Versluis Radio & Television Inc.*, (FCC 53-314), adopted March 23, 1953. This finding as to protestant's standing is based solely on its allegation that it is a standard broadcast station licensee and not on any other allegation in its protest. . . .
>
> We have found that the protestant has standing as a party in interest. Although it has not framed specific issues, we believe that it has alleged facts on which issues may be drawn. Accordingly, it is necessary to designate the Allen application for hearing. We think, however, that when protestant requests that the Allen application and its tendered application be heard in a consolidated hearing, it misconceives the purpose and requirements of Sec. 309(c). As we pointed out in our Memorandum Opinion and Order in the WHEC case, *supra*, Sec. 309(c) does not provide that a duly filed protest has the effect of vacating or setting aside the grant against which the protest is directed. On the contrary, Sec. 309(c) specifically provides that "the effective date of the Commission's action to which protest is made shall be *postponed* to the effective date of the Commission's decision after hearing." (Emphasis on "postponed" added by FCC).

On the KICU (TV) protest, FCC said that in light of the fact Messrs. Wrathall and Cisler "are permittees of a television broadcast station in the Salinas-Monterey area, that the stations proposed by the above-entitled share-time permittees [KSBW and KMBY on vhf Ch. 8] will be in direct competition with that of protestants, and that protestants have alleged that economic injury will result from the grants complained of, we are of the view that protestants are parties in interest within the meaning of Sec. 309(c) . . ."

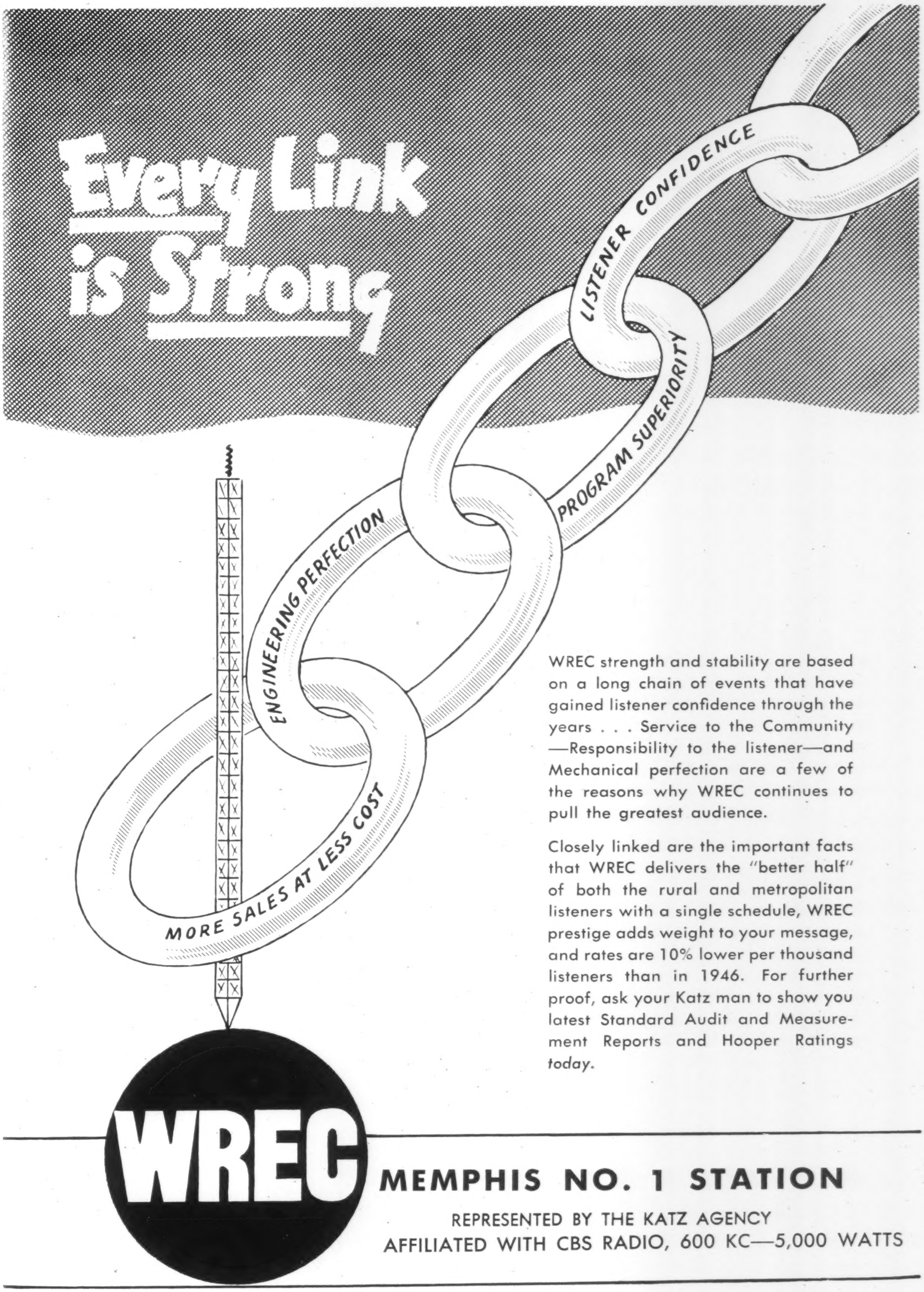
Rejects 'Narrow View'

FCC rejected "the narrow view" advanced by KSBW "that the *Sanders* case excludes permittees of broadcast stations and is limited to those who are 'operating under an existing license' or who may be a 'licensee of a station'."

The Commission also rejected as without merit the contentions of both KSBW and KMBY that the KICU protest was untimely. Since the 30th day after the grants fell on Saturday, FCC explained KICU properly could file on the next day of business, Monday, under the federal rules of civil procedure.

FCC further rejected KMBY's claim that the KICU letter of protest must be stricken since only one copy was filed with the Commission and the FCC rules require the filing of 15 copies. On this point, the opinion stated:

> **It is to be noted that protestants mailed a copy of their protest to each of the above-entitled permittees. We do not think, therefore, that even if it is assumed that Section 1.748 and 1.764 of our Rules are applicable, that the failure to file 15 copies of the protest makes it fatally defective. Certainly, the above-entitled permittees have not been prejudiced by the alleged omission.**


Every Link is Strong
LISTENER CONFIDENCE
PROGRAM SUPERIORITY
ENGINEERING PERFECTION
MORE SALES AT LESS COST

WREC strength and stability are based on a long chain of events that have gained listener confidence through the years . . . Service to the Community—Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC delivers the "better half" of both the rural and metropolitan listeners with a single schedule, WREC prestige adds weight to your message, and rates are 10% lower per thousand listeners than in 1946. For further proof, ask your Katz man to show you latest Standard Audit and Measurement Reports and Hooper Ratings *today*.

WREC

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AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

'VOA BUDGET CUT', SOLONS REPORT

Florida Democrat asks Senate Commerce group to investigate FCC procedures on TV bids.

EFFECTIVENESS of the Voice of America in piercing the "iron country" is vouchsafed by overseas information specialists, a study by the Senate Foreign Relations subcommittee on overseas information programs, released last week, indicated.

At the same time, the 1954 budget for the world-wide information activities of the State Dept. was pared from $114,515,800 to $95 million by the President's budget director, a transcript of hearing before the House Appropriations subcommittee last month disclosed. The entire State Dept. budget was cut from $311.6 million to $266.5 million.

Dulles' Sentiments

Transcript of the budget hearing also showed that Secretary of State Dulles feels that the International Information Administration should be set up as an independent agency outside the State Dept. He also expressed hope for the continuance of VOA to get into Russia and its satellites, but withheld judgement on what should be done regarding the Voice's propagandizing activities. He referred to two investigations underway at the present time—one by C. D. Jackson, director of the Psychological Warfare Board, and the other by Dr. Robert L. Johnson, IIA director.

Radio is the "one feasible medium" that can be employed to get America's message to the Soviet Union and its satellites, the Senate study emphasized. It is an analysis of reports from IIA mission chiefs.

Discussing both VOA and Radio Free Europe, the study showed that VOA was being heard by a "substantial number of people with faith in its truthfulness." One report said that a majority of an unidentified country's radio owners listen to or hear about VOA. Another report said VOA was "one of the most capable devices there was for sustaining hope of the people and keeping them mentally resistant to Communist tyranny."

All dispatches emphasized efforts of Communists to jam VOA reception. Overseas information specialists felt, the report said, that anything evoking such efforts must be effective in reaching people. Jamming, however, seriously destroys the Voice's effectiveness, reports said—in urban areas by as much as 50%. Recommended was a high priority for VOA and RFE experts to develop counter measures to Soviet jamming.

Outside the Soviet sphere, VOA broadcasts are considered ineffective, the study showed. It was, however, most favorably commended in Western Europe reports. Soviet broadcasts, on the other hand, were reported to be generally effective.

One Near Eastern information mission chief recommended the study of the use of television as a "dramatic impact" device.

No Justifications

Although the House Appropriations hearing took up the State Dept. budget, no justifications were attempted for IIA requests. These were left unconsidered pending the outcome of the activity and place of the information programs.

However, in the report of the director of the State Dept.'s security office, it was shown that there had been 115 separate investigations of the Voice of America in New York last October, resulting in the dismissal of 26 persons—mostly on moral grounds.

The hearing also showed that the U. S. paid 9% of the total expenses of the International Telecommunication Union in Geneva, Switzerland ($107,000) and 10% of the ITU's conferences expenses ($45,500).

Meanwhile, the present 1953 operating budget of the Voice and other overseas information programs was reduced by $3.2 million under White House orders of last February, the State Dept. announced.

In addition to abolishing 600 positions, all vacant, the IIA also released 36 VOA employes at New York headquarters. Twenty-four were engaged in operations and 12 in administration.

Also cancelled were construction of two high powered short wave transmitters, one of the East Coast and the other on the West Coast, and contracts with five private broadcasters for lease of their short wave transmitting facilities [B•T, April 6].

Doerfer to Take Office At FCC This Week

JOHN C. DOERFER of Wisconsin will be sworn in as an FCC Commissioner this week—probably Wednesday. Mr. Doerfer is driving from his Madison home and is expected in Washington today or tomorrow (see RESPECTS TO on page 22).

Nominated by President Eisenhower and confirmed by the Senate two weeks ago, Mr. Doerfer will serve until June 30, 1954 (the remainder of the term of former Comr. Robert F. Jones). Present occupant of that vacancy, Comr. Eugene H. Merrill, Utah Democrat, relinquishes his position when Republican Doerfer takes his oath of office.

KPLN Ownership Change

FCC has granted assignment of permit for KPLN Camden, Ark., from Leo Howard (Mid-City Bcstg. Co.) to D. R. James Jr. over dissents of Comrs. E. M. Webster and Frieda B. Hennock. Mr. James is a manufacturer and 3% stockholder in KELD El Dorado, Ark. The contract calls for consideration of $19,600 plus assumption of all liabilities incurred by KPLN since Oct. 1, 1952.

Miss Hennock explained her dissent in a statement describing the Commission's action as "an unwarranted departure from, if not a complete negation of, its long established policy" of determining outstanding questions regarding the parties involved before consenting to assignments or transfers.

She said there are "serious questions" unexplored by the Commission concerning "alleged misrepresented facts and concealed information" with respect to Mr. Howards' activities as permittee. On March 11 Miss Hennock dissented from the Commission's cancellation of a hearing on KPLN's license application.

Texas Libel Liability Bill

LEGISLATION taking radio stations off the spot for political broadcasts over which they have no control has been approved by the House Judiciary Committee of the Texas Legislature. The bill closely follows the pattern of model legislation drawn up by NARTB and enacted in a number of states.

SMATHERS DEMANDS FASTER TV ACTION

CALL for a Senate investigation to prod the FCC into more speedy action on television applications was sounded Friday by Sen. George A. Smathers (D-Fla.). Sen. Smathers introduced a resolution (S Res. 101) asking the Senate Commerce Committee to investigate FCC procedures regarding TV applications to determine what action might be necessary to expedite grants and lower hearing costs.

In his remarks on the introduction of his resolution, Sen. Smathers called attention to the hundreds of competing applications still unacted on by the FCC. He called it alarming that not one final decision has been issued since the lifting of the freeze a year ago [B•T, April 14, 1952)]

Because of the TV freeze, Sen. Smathers said, the public in one-station areas have been forced to view "that channel alone, its programs and its advertisers." He said he feared that situation would continue to exist for "some time to come."

Acknowledging that the flood of TV applications has placed a heavy burden on the FCC, Sen. Smathers added: "However, since the freeze was lifted last year, the procedures and the policies of the FCC in hearing applications and in granting new permits has resulted in an almost permanent freeze in the industry, with the result that the majority of the general public is being permanently left out in the cold."

In referring to the FCC's record of uncontested grants, Sen. Smathers said it was "well established" that in many cities the single applicant who received a CP has no intention of building a TV station "but only intends to hold the license until he can dispose of it at a profit or until the population in that area is sufficient to justify his erecting of a television station."

"The real need for more television stations exists today," the Senator said, "in areas where we find several applicants competing for the right to televise over the two or three channels which have been authorized for that area by the FCC."

The Florida Senator referred to the "inexcusable length of the hearings held on contested applications before the trial examiners of the FCC." Using illustrations from B•T's "The High Cost of Hoping for TV" [B•T, March 9], Sen. Smathers warned that "it is becoming increasingly clear that a man or a group of men who may not have large sums of money behind them cannot even seriously consider seeking a television grant from the FCC." The public is the final victim, he said.

Radiation Guards on Heaters

AFTER June 30 industrial heaters must meet FCC specifications guarding against interference with radio and TV signals or be in violation of law. In an order adopted April 8, the Commission laid down conditions, specifically setting standards for shielding and filtering. It limits radiation from electronic heaters to 10 microvolts per meter at a distance of one mile.

A competent engineer must certify that each industrial heating unit complies with the ruling and may be reasonably expected to remain in compliance for at least three years. Specifications are contained in Part 18 of FCC's Rules & Regulations Governing the Industrial, Scientific and Medical Services and are available at 5¢ each from the Government Printing Office, Washington, 25.

No. 3 of a Series Anonymous People who add up to well-known Buying Power in the area of **WCCO-TV**

In the clean-up spot!

Photo . . . Ralph Hobbs, Jr.

The Unsung Heroine of the TV Kitchen Steps up to the plate!

In a single day at WCCO-TV, Arlie Haeberle . . . Woman's Activities Director . . . estimates that Gloria (in photo at right) washes pots, pans and dishes equivalent to those in fifteen average homes.

Food, you see, is important to the homemakers who can watch WCCO-TV. They buy lots of it, want new ideas for fixing it, and to learn what appliances and accessories help to make meals more fun.

At WCCO-TV the food is real! The soiled dishes pile up! And, as Gloria makes ready for the next day's kitchen programs, over 100,000 housewives prepare to watch before they shop!

WCCO
CBS

100,000 WATTS
TV
Channel 4

MINNEAPOLIS • ST. PAUL
Nationally represented by FREE and PETERS

RADIO...830kc...50kw and **TELEVISION**...ch 4...100 kw...
For dominant coverage of the Northwest Market

NEW TV AUTHORIZATIONS ISSUED

Post-freeze grants now total 339, of which 114 are vhf and 225 uhf.

HALF-DOZEN construction permits for new TV stations were reported by FCC last week to boost total TV authorizations in the U. S. to 447, including the 108 pre-thaw operating outlets. Post-freeze grants now total 339—114 vhf and 225 uhf.

One of the new grants, uhf Ch. 47 at Fresno, Calif., to J. E. O'Neill, was facilitated through proposed merger a fortnight ago with the competing Ch. 47 applicant, KYNO Fresno [B•T, April 6]. KYNO has acquired option for 35% interest in the O'Neill TV station.

Two other new grants last week—Great Falls, Mont., and Cedar Rapids, Iowa—were the results of withdrawals by competing applicants.

KMON Receives Ch. 3

KMON Great Falls received vhf Ch. 3 after Television Montana dismissed its bid for that facility. Television Montana's treasurer, northwest broadcaster E. B. Craney, proposed TV coverage of Montana's vast area by mountaintop transmitters [B•T, April 6].

At Cedar Rapids, WMT received vhf Ch. 2 following dismissal of competing bid by KSTT Davenport, Iowa.

Last week's TV grants included:

Fresno, Calif.—J. E. O'Neill, ("merger" applicant), granted uhf Ch. 47, effective radiated power 210 kw visual and 115 kw aural; antenna height above average terrain 1,930 ft. (KYNO Fresno dropped competitive application and received option for 35% interest). (Group A-2, No. 35).

Cedar Rapids, Iowa—American Bcstg. Stations Inc. (WMT), granted vhf Ch. 2, ERP 54 kw visual and 27 kw aural; antenna 670 ft. (Group A-2, No. 49).

Cadillac, Mich.—Spartan Bcstg. Co., granted uhf Ch. 16, ERP 290 kw visual and 145 kw aural; antenna 1,440 ft. (Group A-2, No. 510).

Great Falls, Mont. — The Montana Farmer (KMON), granted vhf Ch. 3, ERP 1.7 kw visual and 0.85 kw aural; antenna 230 ft. (Group A-2, No. 108).

Providence, R. I.—New England TV Co. of Rhode Island, granted uhf Ch. 16, ERP 210 kw visual and 115 kw aural; antenna 520 ft. (Group B-5, No. 206).

Greenwood, S. C. — Grenco Inc. (WCRS), granted uhf Ch. 21, ERP 93 kw visual and 50 kw aural; antenna 440 ft. (Group A-2, No. 384).

The Commission by separate order adopted a revised application form for use by station permittees to request a license. FCC Form 302, "Application for New Broadcast Station License," is changed to conform with the new TV rules and to reflect minor editorial changes, the Commission explained. The present Form 302 may be used until the revised forms are available, FCC said. Comr. Eugene H. Merrill dissented in the revision.

The Commission also advised KGMO Cape Girardeau, Mo., that it must furnish additional information on its application for a new TV station on uhf Ch. 18. KGMO recently amended to Ch. 18 from Ch. 12.

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SECOND LARGEST MARKET

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BUFFALO EVENING NEWS STATION

FCC Okays Ownership Shifts for KTHT, WBIR

CONTROL of two major AM stations shifted last Wednesday when FCC *en banc* granted license assignment of KTHT Houston to Texas Radio Corp. and permitted Gilmore N. and J. Lindsay Nunn to sell 45% of WBIR-AM-FM Knoxville, Tenn., to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe.

Houston's mayor Roy Hofheinz was permitted to turn over his license for KTHT to the new corporation of 15 Houston businessmen in exchange for $600,000 plus 25% of voting stock. His purpose is to consolidate his capital position before filing a TV application.

Control of WBIR was held by Gilmore Nunn, who reduced his holdings from 52% to 30% in the stock shift. His father, J. Lindsay Nunn, relinquished his entire holding of 23%. Total consideration was $65,325.

Radio Cincinnati, a Taft family enterprise, increased its holding from 20% to 30%. It is licensee of WKRC-AM-FM-TV Cincinnati and sole owner of WTVN (TV) Columbus. The Ashes acquired 30% holding in their first venture into radio.

WBIR has filed an application for vhf Ch. 10 in Knoxville.

FCC DENIES NEW ZENITH BID

BY a four to three decision, FCC last week denied Zenith Radio Corp.'s petition for reconsideration of the Commission's dismissal of its application for Ch. 2 in Chicago [B•T, Feb. 23]. Dissenting were Chairman Paul A. Walker and Comrs. Edward M. Webster and Frieda B. Hennock.

When the Commission approved the Paramount case early in February [B•T, Feb. 16] it dismissed the Zenith application for Ch. 2 in Chicago at the same time it renewed the license of WBKB (TV) on Ch. 4 there. It also finalized the show cause order which moved WBKB from Ch. 4 to Ch. 2 in line with the new allocations assignments. At the same time it approved the sale of WBKB to CBS for $6 million. The station is now CBS-owned WBBM-TV.

Zenith in filing its plea for reconsideration claimed that it had a right to a comparative hearing with WBKB for Ch. 2, since it had an application on file for that frequency from 1948. In last week's action, the Commission repeated its contention that Zenith forfeited that right by not participating in either the allocations or the renewal proceedings.

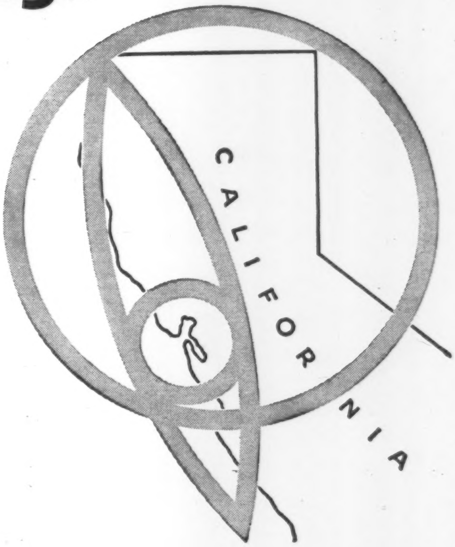
The Commission also said that the Chicago situation was different from the Lancaster, Pa., case in that WLAN Lancaster was given a hearing on the license renewal of WGAL-TV because it had filed and asked for a comparative hearing at renewal time.

Earlier this month, the Commission denied Zenith's protest against the renewal of WBKB's license on the ground that the protest procedure was only to be used for grants made without hearing. Renewal of WBKB's license was part of the Paramount case, it pointed out, and Zenith had not asked to participate [B•T, April 6].

Next step, presumably, is for Zenith to appeal the Commission's decision to court.

The dissenting commissioners held that Zenith had a right to a comparative hearing with WBKB on its renewal and change to Ch. 2.

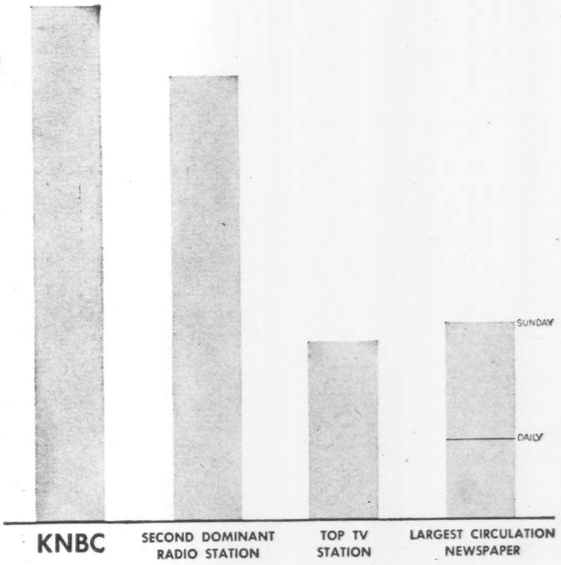
wide circle coverage



KNBC's 50,000 watt *non-directional* transmitter blankets the great San Francisco-Oakland Metropolitan Market—and all the thriving plus-markets of Northern California.... The narrow elipse represents the coverage pattern of the other two dominant 50,000 watt, *directional* transmitters. Tiny circle represents Northern California's TV coverage.

greater audience

Bars represent homes reached by KNBC, San Francisco... by second dominant radio station... by dominant TV station... and by circulation of Northern California's largest circulation newspaper. Actual figures (Nielsen):—KNBC, night, 1,402,100... 2nd station, night, 1,215,910 ...Top TV station, night, 496,130... Largest circulation newspaper (Standard Rate & Data) daily, 215,362; Sunday, 527,095.



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HILL HASSLE EXPECTED APRIL 16 ON EXTENDING TV RESERVATIONS

Question is: Will educational channel reservations be extended for another two years? Leading proponents are Sens. Tobey and Bricker.

GLOVES are expected to be off April 16 when the Senate Interstate and Foreign Commerce Committee holds an open hearing with the FCC on the subject of extending the reservation of the 242 educational TV channels for two more years.

Powerful Senators Charles W. Tobey (R-N. H.), chairman of the committee, and John W. Bricker (R-Ohio), senior Republican on the committee, are leading the campaign for the extension.

Just what the reaction of the FCC will be to this pressure cannot be ascertained at this time. Chairman Paul A. Walker and Comr. Frieda B. Hennock have made no bones about their sympathy with the educators' desires. Other commissioners have not stated their views as publicly. Some are known to oppose any extension.

Subject of educational reservations of TV channels was a prime topic during the Senate committee's hearing two weeks ago on the nomination of Wisconsin Commissioner-designate John C. Doerfer [B•T, April 6].

At that time, Sen. Bricker implied it would be a great national loss if educational institutions could not have "dedicated" frequencies for their own video stations.

Opposing this sentiment was Sen. John Marshall Butler, freshman Republican from Maryland.

Senior Democratic member of the committee, Sen. Edwin C. Johnson (Colo.), referred to his previous suggestion that a compromise might be effected by requiring commercial TV stations to devote a fixed percentage of their time for educational programs. He was opposed to permanent reservations, he said.

Another compromise was advanced by Sen. Lester C. Hunt (D-Wyo.). His view was that where educators showed a real interest in TV channels and could afford to construct and run their own stations, the reservations should probably be continued. On the other hand, he said, where educational institutions obviously were in no position to use "frozen" channels, they should be taken out of their reserved status, freed for commercial applicants.

Sen. Bricker last week told B•T that he thought this idea had merit. "You can't make a hard and fast rule for every part of the country," he said. But he added that he wanted the reservations kept so that educational institutions would have enough time to survey their resources, and determine whether they could afford to undertake TV.

FCC Ruling

When the FCC unfroze the three-and-a-half-year halt to TV application processing last year, it ruled that no changes could be made in the allocations table for one year from June 2, 1952. That applied to any and all changes, not only those concerning the educational reservations.

On June 2, 1953, the rule said, the Commission would accept petitions for changes in the allocations table. Each will be considered separately, it was pointed out last week. There is no such thing as an automatic freeing of educational channels, these sources emphasized. Thus, if no one asked that a particular channel be freed of its reserved status, that frequency would continue in an earmarked status.

However, if a reserved channel was requested for commercial use, then the Commission would hold a formal rule-making hearing, at which the pros and cons of freeing the channel could be argued by commercial interests and educational objectors, it was emphasized.

Proponents of extending the reservations claim that educational organizations move slowly, have to secure authorization and funds from legislatures and should not be penalized by having the dedicated channels taken away from them before they have had time to act.

This position has been taken by the Joint Committee on Educational Television and its sister organization, the National Citizens Committee for Educational Television. The latter is headed by Earl Minderman, former assistant to FCC Chairmen Walker and Wayne Coy.

To date, the Commission has made 14 educational grants (two of them uhf). Pending are 11 non-commercial, educational applications. First educational station is scheduled to go on the air April 16; it is KUTV (TV) Houston, owned and operated by the U. of Houston and the Houston public school system.

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WSAZ-TV is the 1st and ONLY TV Station in the rich and growing Ohio Valley area. Complete saturation in 103 Counties of W. Va., Ohio and Kentucky. WSAZ-TV really dominates this area.

2. SALES RESPONSE
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3. STATION ASSISTANCE
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channel 3 WSAZ-TV

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Congressmen to Get First Glimpse of NTSC Color TV

HOUSE members of the Interstate and Foreign Commerce Committee will get their first glimpses of the new National Television System Committee color television tomorrow and Wednesday when they visit Princeton, N. J., and New York City. The committee has been holding hearings during the past few weeks to determine what's holding up the introduction of color TV [B•T, March 23 et seq.].

At Princeton on Tuesday, the committee, which is headed by Rep. Charles A. Wolverton (R-N.J.), will view NTSC-system colorcasts originating in New York by NBC. They will also be shown RCA's tri-color tube, prototype color receivers and studio equipment. From Princeton the group will be driven to New York's Colonial Theatre, which NBC has turned into a color studio.

The following morning, the Congressmen will be given a demonstration of CBS' field-sequential color TV system at the New York Athletic Club. In the afternoon, they will be shown the Chromatic Television Labs tri-color tube. Whether this will be operated on both the NTSC compatible system and CBS system was not determined.

In preparation for the demonstration, RCA-NBC put on a dress rehearsal of the color program for executives of the two companies Thursday.

Hearings during the past four weeks have brought promises from RCA, NTSC and Philco that they will petition the FCC to reverse its 1950 color decision (favoring the CBS method) within six months, following completion of current field testing of the NTSC system. The committee heard Dr. E. W. Engstrom, RCA; Frank Stanton, CBS; Allen B. DuMont, DuMont; Dr. W. R. G. Baker, GE (and NTSC chairman); Richard Hodgson, Chromatic, and FCC Chairman Paul A. Walker.

Rep. Wolverton has said he might call further witnesses to explore "industrial and commercial" aspects of color television.

88 Million-Policyholders want to know the facts

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To provide the answers, the Institute of Life Insurance gathers facts about life insurance from the over 700 life insurance companies.

These facts, interpreted from the standpoint of general public interest, provide the base for many of the Institute's informational activities, and are used by those who disseminate news, facts, and comment on radio and television. Also, they are used in the Institute's nation-wide advertising messages, in newspaper and magazine releases, radio talks, and other forms of communication.

Among other things, the Institute sends out statistical data in the annual "Fact Book," "Graphic Facts," and "The Tally."

Through these services, the Institute is helping to broaden the understanding of a subject that affects nearly every American family.

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DIVISION OF STATISTICS AND RESEARCH
CHART 38-52
DECEMBER 1952
LIFE INSURANCE MORTGAGE MONEY SERVES THE NATION
LIFE INSURANCE
FACT BOOK
1952

The booklets and charts shown above can be helpful as source material for radio editors, writers, and commentators. They are yours for the asking.

Institute of Life Insurance

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H-R REPRESENTATIVES

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A coffee account, using KGW, increased sales in this area 42 per cent.
FOR SALES RESULTS USE KGW
Economical and efficient medium for covering the mass market.
KGW
on the efficient 620 frequency
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REPRESENTED NATIONALLY BY
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AFFILIATED WITH NBC

ACTION ON NARBA STIRS AT CAPITOL

EVENTS surrounding the North American Regional Broadcast Agreement (NARBA) moved a step forward last week when the Senate Foreign Relations Committee appointed Sen. Charles W. Tobey (R-N.H.) chairman of a subcommittee to handle the matter.

Associated with Sen. Tobey are these senators: Republicans William Langer (N.H.) and Homer Ferguson (Mich.); Democrats J. W. Fulbright (Ark.) and Mike Mansfield (Mont.).

The new five-year NARBA convention has been awaiting Senate ratification since February 1951 when it was submitted to the Congress. The agreement is a revision of the first NARBA, signed at Havana in 1937 and put into operation in 1941. In 1946 the original agreement was extended for two years. Revised NARBA is the result of conferences in Montreal in 1949, in Havana in 1950 and in Washington when it was accepted by delegates in the fall of 1950.

New NARBA binds North American allocations of standard (AM) broadcast channels among the following countries: United States, Canada, Bahamas, Jamica, Cuba and the Dominican Republic. Mexico, which was a party to the first NARBA and its extension, refused to participate in the second agreement.

Basic features of the treaty follow:

- Cuba is given the right to use six U.S. 1-A clear channels, as compared to four under the previous agreement. The six Cuban clear channels are 640, 660, 670, 760, 780 and 830 kc. Cuban stations agree to use directional antennas and limit signals to not more than 25 mv/m at any point within 800 miles of the U.S. dominant station.
- Dominican Republic is moved from the 1040 kc 1-A clear channel to regional 620 kc.
- Jamaica is given the right to use U.S. 1-A's 880 and 1180 kc, with 5 kw power, but protecting WCBS New York and WHAM Rochester, N. Y., the dominant stations on those channels.
- Cuba is permitted to establish stations on 11 channels to be given "special protection" by future U.S. assignments. The channels are 550, 570, 590, 630, 640, 690, 730, 740, 860, 920 and 980 kc.
- A 1-A, instead of present 1-B classification is given 1030 kc in the U.S. This is the frequency used by WBZ Boston.
- A 1-B status is assigned to 1540 and 1560 kc. KXEL Waterloo, Iowa, and WPTR Albany, N. Y., are on 1540 kc, and WQXR New York and KPMC Bakersfield are on 1560 kc.
- Re-established is an engineering committee, similar to the old North American Regional Broadcasting Engineering Committee. Also provided is the establishment of Good Engineering Practice standards for North American nations.
- Established are provisions for compulsory arbitration.
- Although the treaty runs for five years, provision is made that it continue in force until a new treaty is reached.
- Left up to each individual country is the recommendation of reducing AM channels below 10 kc.
- In order to study problems that may be outstanding, provision is made for convening an administrative conference in two years.

Howrey Calls for Speed-Up

FEDERAL Trade Commission Chairman Edward F. Howrey said April 3 that FTC "must speed up . . . procedures and dispose of cases promptly." His statement was made after President Eisenhower appointed him the agency's new chairman [B•T, March 30]. Among cases FTC handles are those involving truth in advertising.

Washington 'Access' Law Praised by Broadcasters

A WASHINGTON State measure giving radio and television equal access with the press to meetings of state agencies was hailed last week by spokesmen for Washington State Assn. of Broadcasters as extending freedom of speech and of the press "in line with today's living and today's electronic developments."

The measure declares government actions must be taken at public meetings "of which public notice has been given by notifying press, radio and television." As originally drafted, the bill included only newspapers and radio.

Commenting on the law, W. R. Taft, general manager, KRKO Everett, and chairman of WSAB's Freedom of Radio Committee, said: "This is another step in broadcasting's constant fight to implement freedom of speech."

WSAB President Leo Beckley, KBRC Mt. Vernon, said, "We are indebted to the 1953 Washington Legislature for . . . equality of access to all news media."

The association also reported as "highly successful" its legislative network, *Olympia Today*, fed from KGY Olympia to 18 other stations during the 1953 sessions.

Radio-TV Rights in Court Defended During SDX Panel

RADIO-TV's right of access to on-the-spot coverage of court proceedings and public hearings was upheld—and at least one objection was answered graphically with a demonstration—by John W. Pacey, director of public affairs for ABC, in a panel discussion at the national convention of Sigma Delta Chi, journalism fraternity, in Cleveland last week.

When opposing participants suggested TV equipment may interfere with proceedings, Mr. Pacey arranged for a TV camera to be rolled in to show the amount of space it requires (or doesn't require), and the quiet and ease of its movement. The panel discussion, covering "Fair Trial or Free Press," was telecast by WXEL (TV) Cleveland, an ABC-TV affiliate.

Siding with Mr. Pacey in the discussion was John (Barry) Mullaney, managing editor of the *Cleveland News*, while Oliver Schroeder, Jr. of Western Reserve U. School of Law and Sidney D. L. Jackson, Cleveland attorney, took the position that the courts should have a right to exclude news media or limit their coverage.

Mr. Pacey also appeared on Sidney Andorn's *Personality Corner* program on WXEL to discuss ABC's recent merger with United Paramount Theatres and its plans for network expansion.

WTVU (TV) Files For Change In Ownership Structure

APPALACHIAN Co., permittee of WTVU (TV) Scranton, Pa., (uhf Ch. 73) filed with FCC April 9 a request to change its structure from a partnership to a corporation.

The move would give partner Frank J. Collins, jointly with his wife Jane, sole ownership of the company. Dahl W. Mack and Henry J. Geist would receive $16,100 and $9,800, respectively, for their interests.

Officers of the proposed corporation would be: Mr. Frank, a coal dealer, president; Philip V. Mattes, Scranton attorney, and Norman E. Jorgeson, Washington attorney, vice presidents; Robert E. Scragg, Scranton attorney, secretary, and Jane C. Collins, treasurer.

NEW BIRMINGHAM SALE IS ANNOUNCED

Ed Norton-Thad Holt's WAPI WAFM (FM) and WAFM-TV sold to Birmingham News Co. for net in excess of $1.5 million, with gross at $2.4 million.

SALE of the Ed Norton-Thad Holt broadcast properties—WAPI, WAFM (FM) and WAFM-TV Birmingham—to the Birmingham News Co. for a figure "in excess of $1.5 million" was announced last week. The transaction, subject to usual FCC approval, is understood to entail a "gross" outlay of $2.4 million.

The second Birmingham broadcast stations sale within several weeks time came at the same time that Storer Broadcasting Co. exercised its option to buy WBRC-AM-TV for $2.4 million [B•T, April 6, March 30]. Storer filed an application for the transfer of control of Birmingham Broadcasting Co. Friday and at the same time informed the FCC that it was dropping its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Acquisition of the WBRC properties would give Storer its FCC legal limit of five owned TV stations. Storer also said it would sell WSAI-AM-FM Cincinnati in order to comply with the FCC policy limit of seven standard broadcast stations under the same ownership (see separate story this page).

Gross price for the purchase of all the capital stock of The Television Corp., in which Mr. Norton holds 75% and Mr. Holt 25%, is believed to total about $2.4 million. This includes property, land and other assets. Mr. Holt is president and general manager of the company.

WAPI Subject to Lease

Although The Television Corp. owns the television and FM stations outright, WAPI (on 1070 kc with 10 kw day, 5 kw night)—Alabama's first radio station—is subject to a long term lease which expires in 1972. The CBS-affiliated station, which began operating in 1922 and has a 50 kw potential as a 1-B clear channel, is owned 39% by Alabama Polytechnical Institute, 39% by U. of Alabama and 22% by Alabama College.

Purchaser Birmingham News Co. now owns WSGN-AM-FM in Birmingham and holds a CP for uhf Ch. 42 there. Because FCC's duopoly regulations forbid the ownership of more than one broadcast station of the same class in a single market, the *News* will dispose of 26-year old, ABC-affiliated WSGN (on 610 kc with 5 kw day, 1 kw night) and one of the FM stations. It is presumed the uhf television CP will also be disposed of along with the radio stations.

The anticipated FCC approval of the transaction will mark the retirement of Mr. Norton from the broadcasting business. Last December, Mr. Norton, prominent Southern industrialist, banker, philanthropist, former governor of the Federal Reserve Board and principal owner of Coosa River Newsprint Co., and Glenn Marshall Jr. sold WMBR-AM-FM-TV Jacksonville, Fla., to the *Washington* (D. C.) *Post* for $2.47 million. Mr. Marshall remained with the Jacksonville stations as president-general manager of the WMBR Division of the *Washington Post.*

The Birmingham sale was closed last Wednesday after several weeks of negotiations by Clarence B. Hanson Jr., publisher of the *Birmingham News,* and Henry P. Johnston, executive vice president and managing director of its broadcast operations for the past 16 years, with Messrs. Norton and Holt. Mr. Holt, it is expected, will remain with the new ownership for a reasonable transition period.

WAFM-TV, affiliated with CBS, ABC and DuMont, will soon increase its present 26 kw effective radiated power to the full authorized 316 kw. Station, established in 1949, is on Ch. 13.

Mr. Hanson, in expressing gratification over the purchase, said: "In one sense WAPI is coming home again." He explained that his uncle, the late Victor H. Hanson, former publisher of the newspaper, had helped make possible the establishment of WAPI by a $10,000 gift about 30 years ago to the endowment fund of Alabama Tech. With a gift of equipment from the Alabama Power Co. and Mr. Hanson's endowment. Alabama Tech. established a radio broadcast service which developed into WAPI.

Norton-Holt Statement

In a joint statement, Messrs. Norton and Holt said:

We are pleased that, subject to approval of the FCC, such a strong, local institution as the Birmingham News Co. is assuming responsibility for the continued service and future growth of Radio Stations WAPI, WAFM (FM) and Television Station WAFM-TV, which are now being operated by The Television Corp.

We are proud that we have built WAPI, "The Voice of Alabama," Alabama's first radio station, into its position of leadership in audience and service. WAFM pioneered FM broadcasting service in Alabama, and WAFM-TV (Ch. 13) was the state's first television station.

With the full resources of The Birmingham News Co. behind these stations, their service to the people of Alabama will be even more greatly strengthened and expanded.

Chernoff Remains Gen. Mgr. In KFMB Ownership Change

HOWARD CHERNOFF will stay on as general manager of KFMB-AM-TV San Diego, Jack Wrathall and Helen Alvarez, new owners of the Ch. 8 outlet, report.

The Wrathall-Alvarez team bought KFMB facilities for $3.15 million from John A. Kennedy [B•T, March 30]. The sale became official April 4.

Mr. Chernoff had been associated with Mr. Kennedy for 17 years. They were associated together in West Virginia radio and newspaper operations. Both came to the West Coast in 1947 after Mr. Kennedy purchased the *San Diego Journal* (recently sold to the Copley Press). KFMB became Mr. Kennedy's property two years ago.

* * *

$2.4 Million Storer Buy of WBRC-AM-TV Asked of FCC

Asking FCC approval of its $2.4 million purchase of WBRC-AM-TV Birmingham, which would give the firm its legal limit of five TV outlets, Storer acts to withdraw applications for vhf channels at Miami and Wheeling, W. Va.

APPLICATION for FCC approval of the purchase by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was filed Friday.

Two letters were sent with the application informing the Commission that Storer was withdrawing TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10). Action was necessary because approval of the purchase of the WBRC stations will give the Storer company the maximum of five TV stations permitted by the FCC [B•T, April 6, March 30].

At the same time Storer informed the Commission that it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. Although not a regulation, the FCC has frowned on one owner having more than seven standard broadcast stations.

Application declared no personnel changes were contemplated in the Birmingham stations, pending study. G. P. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

Owner of Birmingham Broadcasting Co. is Mrs. Eloise H. Hanna, who holds all the issued stock.

Balance sheet as of March 1 showed total assets of WBRC stations as $524,896.70, with AM assets listed as $27,984.88 and TV assets as $232,964.60. Current assets totaled $256,680.75, of which $167,468.28 was in cash. Current liabilities totaled $183,609.92. The company also showed a surplus of $564,286.28.

The Storer balance sheet as of the same date showed total assets of $12,351,243.17. Current assets totaled $6,142,934.90, of which $4,722,855.87 was in cash. Current liabilities

NEW OWNERS of KFMB-AM-TV San Diego, Jack Wrathall (l) and Mrs. Helen Marie Alvarez (r), visit the city to assume control of the stations. Discussing details with them is Howard L. Chernoff, general manager. Wrather-Alvarez Broadcasting Inc., which operates KOTV (TV) Tulsa, purchased the San Diego properties from Kennedy Broadcasting Co.

totaled $3,500,708.66. Earned surplus was listed as $3,600,286.11. Storer Broadcasting showed a net income after taxes of $1,458,173.48 in 1952, and $1,539,260.93 in 1951.

The contract with Mrs. Hanna showed that Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets as approximately $73,000.

Storer owns WJBK - AM - FM - TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WGBS-AM-FM Miami, WSAI-AM-FM Cincinnati, and KEYL (TV) San Antonio.

Because Storer already owned four TV stations, WSTV Steubenville, Ohio, petitioned the FCC some months ago to force Storer to prosecute either its Wheeling or its Miami TV application. Steubenville and Wheeling are considered one market in the FCC's TV allocation. When the Commission concurred in this request, Storer advised that it was considering dropping the Miami application [B•T, March 9].

Gives Storer Limit of Five

Purchase of the Birmingham properties gives Storer the TV limit of five, thus eliminating the problem of deciding which TV application to drop.

WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operation in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

Although there is no legal prohibition against the common ownership of eight AM stations, which the acquisition of WBRC would give Storer, the Commission has frowned on cases where the same owner controlled more than seven. Pending for the past few years has been an amendment to permit additional AM station ownership, in varying degrees of control. Storer has been one of the leaders in the campaign to enact that amendment into the FCC regulations. It has also urged that there be no limit to common ownership, but that the FCC consider each case on its merits.

NLRB Decision on WWOL

NATIONAL Labor Relations Board has announced that WWOL Buffalo had been ordered to bargain collectively, on request, with NABET as exclusive representative of engineers, technicians and announcer-technicians. In certifying results of an election at KSTP St. Paul, the board said 10 votes were cast for Radio Artists, Radio Broadcast Technicians (AFL) with 25 against.

KTYL-TV Starts April 26; Plans Theatre Techniques

WITH a floor area equivalent to a half-acre, KTYL-TV Mesa, Ariz., new vhf Ch. 12 station, will begin operation from its new radio-TV center April 26.

The KTYL-TV center includes two major studios for live programming, a special effects studio equipped with both slide and film rear projection and push-button master control facilities. The station, operated by theatre showmen Harry L. Nace Sr. and Jr. and their radio and theatre associate, Dwight Harkins, will have its antenna atop South Mt., a peak 1,550 ft. above average terrain, eight miles from downtown Phoenix. The station operators say that their outlet will cover an estimated 60% of Arizona's population.

National representative is Avery-Knodel Inc. DuMont equipment is being used.

U. S. OPERATING TV OUTLETS REACH 157

Total is expected to hit 162 by next Monday. The first non-commercial station, KUHT (TV) Houston, will go on the air Thursday.

TOTAL number of U. S. television stations now operating with commercial programming crept up to 157 over last weekend, and by next Monday (April 20) should reach 162. On April 16, the nation's first noncommercial, educational TV station, KUHT (TV) Houston, will go on the air (see story page 96).

There are 49 post-thaw stations on the air commercially, of which 29 are vhf stations and 20 uhf.

WCOV-TV Montgomery, Ala., uhf Ch. 20, and KFDX-TV Wichita Falls, Tex., vhf Ch. 3, were to have begun operations yesterday (Sunday).

Due to last-minute changes, some stations previously reported as being on the air with commercial programming actually were not. One of these is WPAG-TV Ann Arbor, Mich. However, it did begin its test pattern on April 3, and expected to be operating commercially by the end of last week. Another, WLEV-TV Bethlehem, Pa., is reported ready to begin operations but at last report had not actually begun. Due to the fact it is ready for broadcasting, it is counted in B•T's tabulations as being on the air.

More last-minute changes may occur, of course, but as of late last week the following six stations were set to begin programming on April 15:

WCOS-TV Columbia, S. C., uhf Ch. 25, is represented by Headley-Reed. For its studio-transmitter structure this station will use a Quonset building which, the station reports, has proved to be remarkably adaptable to the necessities of TV studio arrangement. WCOS-TV is affiliated with ABC-TV and, for a time, will carry some NBC-TV programs. The organizational structure is headed by C. W. Pittman, president. Stewart Spencer is director of TV and Law Epps is national sales manager for TV and radio. Wayne Poucher heads local TV sales.

WEEU-TV Reading, Pa., uhf Ch. 33, is an NBC-TV affiliate and is represented by Headley-Reed. Thomas E. Martin, general manager, said WEEU-TV's test pattern went on last Thursday night (April 9) and described the quality as "excellent."

WHP-TV Harrisburg, Pa., uhf Ch. 55, another station planning for an April 15 start, is represented by The Bolling Co. It began test pattern programming April 1. It reports there are 30-40,000 sets in its area and that business is good.

WLBC-TV Munice, Ind., uhf Ch. 49, is represented by Walker Representation Co. and is a CBS-TV and DuMont affiliate. It is using an RCA transmitter.

WLOK-TV Lima, Ohio, uhf Ch. 73, was reported still aiming for an expected April 15 start. It is represented by H-R Television Inc.

WTOV (TV) Rockford, Ill., uhf Ch. 39, is an NBC-TV affiliate and is represented nationally by Weed-Television.

These stations plan starts later this month:

WKNX-TV Saginaw, Mich., uhf Ch. 57, started regular test pattern transmission April 9 and it is reported planning to begin programming late this week. William J. Edwards, general manager of WKNX-TV, said the first test pattern transmissions were received from points many miles away from the station. Mr. Edwards told B•T that there was "no snow and no interference—even 65 airline miles away." The station, represented by Gill-Perna Inc., will be affiliated with more than one network, Mr. Edwards said.

KCBD-TV Lubbock, Tex., vhf Ch. 11, is aiming for an April 26 start. It is represented by John Pearson TV Inc., and is an ABC and NBC affiliate.

KELO-TV Sioux Falls, S. D., vhf Ch. 11, "definitely" plans to be programming by April 26. It is represented by O. L. Taylor Co.

KTYL-TV Mesa, Ariz., vhf Ch. 12, also expects to begin April 26 (see other story this page). It is represented by Avery-Knodel Co.

These are grantees who have set May 1 as their target date:

WFAM-TV Lafayette, Ind., uhf Ch. 59, plans to begin test pattern programming April 19 with regular commercial operation scheduled May 1.

WFTV (TV) Duluth, Minn., uhf Ch. 38, is affiliated with all four networks and is represented by Adam Young Inc.

WGLV (TV) Easton, Pa., uhf Ch. 57, is represented by Headley-Reed.

WHIZ-TV Zanesville, Ohio, uhf Ch. 50, is represented by John Pearson TV Inc.

WSUN-TV St. Petersburg, Fla., uhf Ch. 38, is represented by Weed-Television. The May 1 date is reported as being "fairly definite."

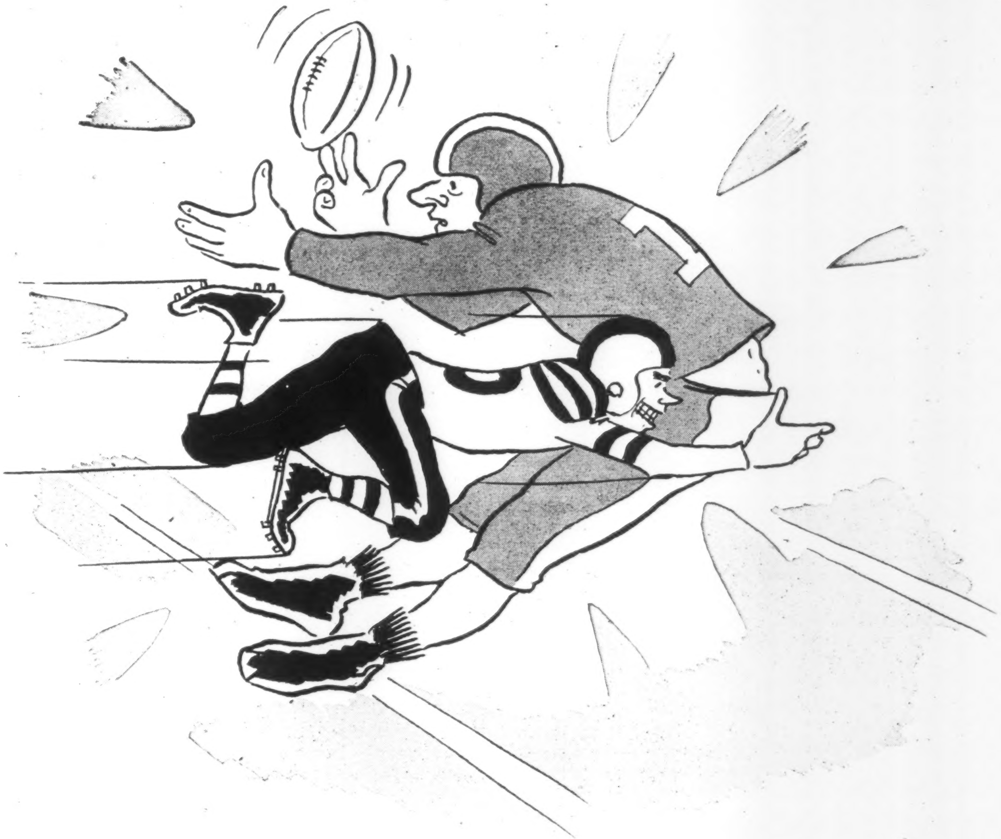
WTVU (TV) Scranton, Pa., uhf Ch. 73, is represented by The Bolling Co.

KVOS-TV Bellingham, Wash., vhf Ch. 12, plans a May 1 start "definitely." Forjoe & Co. is its representative.

KTSM-TV St. Louis, Mo., uhf Ch. 36, which

KTYL-TV
CHANNEL 12
KTYL-AM-FM

KTYL-TV Mesa, Ariz., has its studios open to the public. Large windows permit passersby to watch programs telecast. The radio-TV center, located on Phoenix-Mesa Highway, has 133-foot theatre-type marque with moving lighting effects to promote client programs.



Tackling the competition is EASY, in Kentucky!

In Kentucky, you don't need tremendous brawn to do a really wonderful advertising job. 55.3% of the State's total retail sales are made in the Louisville Trading Area—a compact area covered daily by WAVE. To cover the remaining 44.7%, you have to use *many* of the State's other 46 stations.

Yet 5000-watt WAVE gives you 5000-watt rates, and also tosses in several booming Southern Indiana counties with *another* quarter billion dollars in effective buying income!

That's it in a nutshell. Ask Free & Peters to tell you the whole WAVE story—*it's something!*

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

had been listed last month as planning an April 15 start, actually is planning for a September 15 target date, Frank E. Pellegrin, vice president and secretary of H-R Television Inc., KTSM-TV's national representative, told B•T.

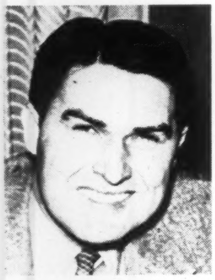
John Summerfield, member of the management committee for the Jacob A. Newborn stations, said that because of technical changes KBMT (TV) Beaumont, Tex., will not go on the air in early April, as he had hoped. He said he was unable to predict an exact date right now. Mr. Summerfield said that it is still planned to have KETX (TV) Tyler, Tex., on the air in June with temporary studios and interim power. He said there would be no change in WTVS (TV) Gadsden's August target date, but there would be changes in the national representative.

WGBI-TV Scranton, Pa., another station which had hoped for an early April start, had to postpone its target date until June 7, George D. Coleman, general manager, told B•T. Mr. Coleman said delay in getting equipment has caused the set-back.

These developments highlighted the activities of some of the other post-thaw TV grantees:

- Ben K. McKinnon, Carolina sales manager of WBT Charlotte, N. C., has been appointed general manager of WGVL (TV) Greenville, S. C.

Edgar M. Norris, president of WGVL (TV), made the appointment. Mr. McKinnon is a former associate editor of Robeson County's Hometown Newspapers, Lumberton, N. C. From there he went to Charlotte in 1947 as director of advertising, public relations and safety for the Carolina Motor Club. He joined WBT's sales staff after serving a year as personal manager for Arthur Smith and the Cracker-Jacks, network radio and WBTV (TV) Charlotte television artists. Mr. McKinnon was president of the Charlotte Advertising Club for 18 months.



Mr. McKinnon

- Lawrence A. Harvey, permittee of a new uhf Ch. 20 TV station in San Francisco, revealed to B•T plans for an entire TV curriculum from the primary grade levels through regular university subjects.

Mr. Harvey said 70% of the programs will be of an educational and community service nature, and the remainder classified as entertainment and cultural.

"The heavy educational programming policy is intended to develop large and steady audiences," Mr. Harvey said. "I believe that an educational program designed to perform a service has a continuity that will draw viewers back time after time in order to complete the courses. Entertainment, on the other hand, offers little assurance in the direction of 'fixing' audience attention with any degree of permanence since the viewer does not lose information of a permanent value whenever he changes stations during an entertainment program . . ."

Mr. Harvey will handle all station matters personally.

- RCA shipped two more 1 kw uhf transmitters last Thursday. They were sent to WTPA (TV) Harrisburg, Pa., uhf Ch. 71, and to WTVE (TV) Elmira, N. Y., uhf Ch. 24.
- KTVH (TV) Hutchinson, Kan., has named H-R Television Inc. as its national representative. Owned by Hutchinson TV Inc., with W. D. Carey as president, KTVH (TV) currently is under construction, with work on studios in both Hutchinson and Wichita slated to start immediately. An RCA transmitter is being delivered, and it is expected that a test pattern for dealers will start June 10, with commercial programming July 1 and full studio operation beginning Aug. 1. The station will be a basic CBS-TV affiliate.

KEYT (TV) Hits Pay Dirt

PAY DIRT worth an estimated $100,000 was hit by contractors excavating for studios and offices of KEYT (TV) Santa Barbara, Calif. The material is decomposed granite, sea shells and other substances ages old which sells for $2 to $3 a cubic yard in California, and is used for building and road foundations. Colin M. Selph, KEYT (TV) president, said the station planned to sit on its "pay dirt" and not sell it, adding that TV "must be here to stay."

New TV Stations Set Plans, Starting Dates

AT LEAST one of last week's new TV station permittees (see story this issue) expects to be operating by next fall.

William B. Quarton, general manager of WMT-TV Cedar Rapids, Iowa, vhf Ch. 2 grantee, said a tentative starting date for mid-September has been set, but that the station proposes to have its technical operation lined up solidly before it takes to the air. This may entail additional time, he said.

Mr. Quarton said the station will be RCA equipped throughout. Network affiliation presumably will be CBS-TV; WMT-AM is a CBS affiliate. No affiliation agreement has yet been reached for TV, however. WMT-TV national representation will be handled by the Katz Agency, which also represents WMT.

Dan Crosland, general manager of WCRS-TV Greenwood, S. C., said that station's opening date will not be announced until arrangements for network service are made. The station, authorized uhf Ch. 21, will have to be connected with microwave relay before construction proceeds, Mr. Crosland said. TV facilities will be added to the present AM station. Cost of the new TV outlet was placed at $200,000, he revealed. Representation will be handled by Thomas F. Clark Inc. in New York, Chicago and Detroit, and by Jim Ayers in Atlanta.

George Gerber, president of New England Television Co., uhf Ch. 16 grantee for Providence, R. I., and Alexander Warden, president of KMON-TV Great Falls, Mont., vhf Ch. 3, both advised B•T that they were unable to supply data on their plans at this time.

WOV 1952 Revenue Gain

WOV New York reported last week that its 1952 revenues topped the 1951 figure by 10.5%, and that in February this year its Italian language programs, which total 10½ hours a day, achieved an average Pulse rating of 10.8, a gain of 13.7% over the February 1952 figure.

CKLW
• MUTUAL •
LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Adam J. Young Jr., Inc.
National
Representative

J. E. Campeau, President

Guardian Building • Detroit 26

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•

CKLW covers a 17,000,000 population area in five important states!

•

50,000 WATTS
800 KC.

Who got the most from our customer's dollar?

STOCKHOLDERS' MEETING
UNION OIL COMPANY

The employees?

NO! In wages, salaries and benefits, our employees received 14¾¢ out of every dollar paid in by Union Oil customers during 1952.

Our payroll, including benefits, totaled $50¾ million. Divided among our 8,756 employees, this amounted to an average of $5,810 per person.

TAX COLLECTOR

The shareowners?

NO! Our profits in 1952 were $27½ million, or 8¾¢ of each customer's dollar. Of this amount, our preferred and common shareowners received 3½¢ per customer dollar. Total dividends paid to our 40,302 owners of common shares averaged $261.34 per person.

The remaining profits of 4¾¢ per customer dollar had to be returned to the business to help pay for replacement of worn-out equipment and necessary expansion required by the West's greatly accelerated demand for petroleum products.

The tax collectors?

YES! The federal, state and local tax collectors got 18½¢ of every dollar paid in by Union Oil customers. In other words, they got *more than five times as much* as the owners of the business and *one quarter more* than Union Oil employees.

The remaining 58½¢ of the customer's dollar was divided among the many costs of doing business: raw materials, transportation; interest on borrowed money; and wear and tear of facilities and exhaustion of oil and gas reserves.

To sum it up—1952 was the best sales year in our 62-year history. Yet the 40,302 owners of our business received only a fraction over 3¢ from every customer's dollar. That's far less than many people in this country believe goes to the owners of a big business.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil

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NEW

POWER
200 kw

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COVERAGE
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To 10 from 11

Authorized changes will be made this spring, pinpointing your persistent salesman in the prosperous Southern New England Market.

NEW HAMPSHIRE
NASHUA
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FITCHBURG
LEOMINSTER
LYNN
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WORCESTER
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SPRINGFIELD
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WOONSOCKET
BROCKTON
TAUNTON
WILLIMANTIC
CONNECTICUT
RHODE ISLAND
FALL RIVER
NEW BEDFORD
CAPE COD
HARTFORD
WESTERLY
NEW LONDON

WJAR-TV
CHANNEL 11
PROVIDENCE

Represented Nationally by
WEED TELEVISION

Wrestling and $12,000

68-YEAR-OLD Susi Robinson was an ardent wrestling fan. She took particular delight in following the regular Saturday night matches originated by WLWD (TV) Dayton and piped to WLWT (TV) Cincinnati and WLWC(TV)Columbus, Ohio. Steve Van Ells, WLWD program director who announces the shows for the Crosley stations, probably never realized the avidness of TV wrestling fans—that is, until last Wednesday. Because it was then that he was notified that Mrs. Robinson, whom he had never known or met, had been killed in an auto accident. Mrs. Robinson's $6,000 double indemnity life insurance policy named Mr. Van Ells as beneficiary.

John McCoy Elected Secretary Of Storer Broadcasting Co.

ELECTION of John E. McCoy, attorney, to the post of secretary of the Storer Broadcasting Co. was announced by the board of directors last week.

Mr. McCoy

Mr. McCoy, former chief of the TV branch of FCC's Law Bureau, has been with the Storer organization since December 1950.

He is a graduate of Dartmouth College and Yale Law School and practiced law in New York from 1938 to 1944. After two years in the Navy as radar officer aboard a destroyer, with rank of lieutenant, Mr. McCoy joined the FCC in 1946. He was one of the key staff figures in FCC's protracted hearings on color television.

ARRANGING for Weed TV national representation for WSUN-TV St. Petersburg, Fla., uhf commercial Ch. 38 station licensed to the City of St. Petersburg and expected to begin operations next month, are (l to r) George D. Robinson, WSUN-AM-TV station's manager; Mrs. Vera New, station's commercial manager, and Joseph J. Weed of Weed TV and Weed & Co., the latter firm representing WSUN.

Nunn Hits Controlled Radio; Miller Sees Freedom Threat

FREEDOM of economy, ability of the people to think, choice of religion and educational liberty are lacking in nations having government-dominated broadcasting, Gilmore N. Nunn, WLAP Lexington, Ky., told the 14th lecture series of the Hispanic-American Institute at the U. of Miami last week.

Mr. Nunn and Judge Justin Miller, NARTB board chairman and general counsel, were speakers at the Institute.

The very existence of nations is sucked into the empty vacuum created by government domination of radio, Mr. Nunn said. He noted that Inter-American Assn. of Broadcasters has drafted basic legislation for free broadcasting in Latin-American nations. In addition IAAB has prepared and adopted a code of ethics and several American countries have created committees to regulate and police activities under the code.

Mr. Nunn reminded the Institute that advisory boards of IAAB and the Inter-American Press Assn. in a joint conference last year issued the "Panama Doctrine" calling for freedom of radio and press and pledging a joint fight for maintenance of democratic society.

Judge Miller said that although Latin America purports to be a land of free peoples and free communications, there nevertheless is "considerable censorship." He referred to close government control in Guatemala, Argentina and Colombia.

Describing his findings in a fact-finding tour of Latin America, he said Voice of America lays down an unsatisfactory or poor signal in every nation but Colombia. BBC and Radio Moscow compete for Spanish-speaking audiences, he said.

WDTV (TV) New Center Speeds Ahead

CONSTRUCTION of DuMont Television Network's new center at WDTV (TV) Pittsburgh last week was reported to be so far ahead of the schedule that a network spokesman predicted it will be completed about Jan. 1, 1954. The station, which will be located in Pittsburgh's "Gateway Center," a project of the Equitable Life Assurance Society of the U. S., will occupy 34,000 square feet of space in a building adjoining Duquesne Dr. It will occupy two stories and a basement, including facilities for two large studios for executive and production staffs.

WTTV (TV) Plans Changes

MORE than a half-million dollars of improvements are being planned for WTTV (TV) Bloomington, Ind. The tower height will be raised to 1,000 ft. this summer and the effective radiated power will be increased to 100 kw, the station announced. At the time of the power increase, the station will switch from vhf Ch. 10 to vhf Ch. 4.

WNYC Budget Proposal

AN appropriation of $305,415 to operate New York's Municipal Broadcasting System (WNYC-AM-FM New York) for the 1953-54 fiscal year, $34,557 less than the current year's allocation, was proposed last week by Mayor Vincent Impellitteri. The proposal was contained in a $1.5 billion overall budget plan presented for the financially harried city.

A KUT (e) Story

WITH granting of its TV construction permit for vhf Ch. 2 [B•T, March 30], Utah Broadcasting & Television Corp., Salt Lake City, appropriately has named its mountain-top transmitter site "Pix Peak." The call letters assigned by FCC for the company's AM, FM and TV stations are appropriate, too, Vice President John Schile reports. They are KUTA (for AM), KUTF (FM) and KUTV (TV).

Arthur C. Page Dies; Was WLS Farm Director

FUNERAL services were held last Tuesday at Wheaton, Ill., for Arthur C. Page, 64, WLS Chicago farm program director, who died April 4 in Geneva, Ill.

Mr. Page

Associated with WLS *Prairie Farmer* since 1927, he had conducted the station's *Dinnerbell* program and was associate editor of the farm publication. Mr. Page was active in the Illinois Agricultural Assn. and the American Farm Bureau Federation. He also was an advisor on development of national farm programs and a member of the National Assn. of Radio Farm Directors.

Mr. Page was born July 21, 1888, in Independence, Mo., and attended the U. of Missouri College of Agriculture.

Survivors are his wife, Inez; three sons, Tom, John and David, and five grandchildren.

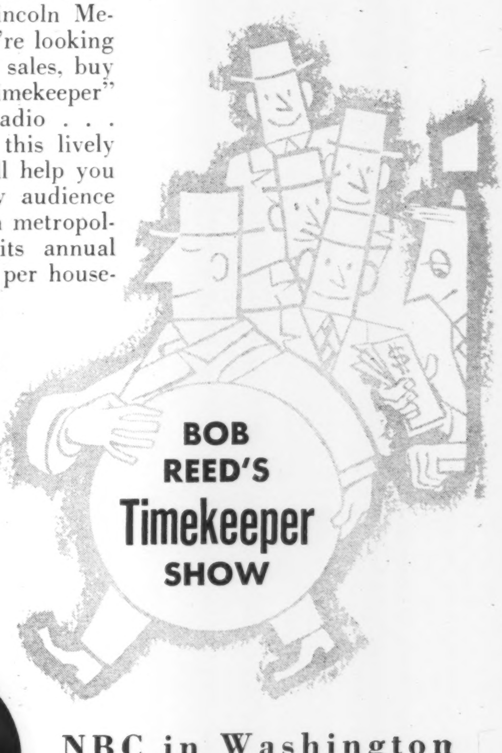
FROM the podium, conductor Antonio Modarelli of the Charleston Symphony Orchestra, hands scroll to John T. Gelder Jr. (1), vice president and general manager, WCHS Charleston, W. Va. Scroll, signed by members of the orchestra, expressed appreciation to Mr. Gelder, who served as president of the orchestra and who was successful in raising funds. This season marks the first in 11 years that the orchestra will finish in the black. Facilities of WCHS were among those used in promoting the fund drive.

Landmarks in history . . and . . .

landslides in sales

The Nation's Capital is famous for both . . .

If you're looking for landmarks, try the Lincoln Memorial . . . if you're looking for a landslide in sales, buy Bob Reed's "Timekeeper" show on WRC radio . . . participations on this lively morning show will help you reach the wealthy audience in the Washington metropolitan area, with its annual income of $7,282 per household.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

TV 'Booster' Tests Set for L.A. Area

THRICE weekly daytime tests with scrambled signals from Los Angeles stations will be started within the next 90 days in Palm Springs, Calif., to determine the feasibility of bringing reception of as many as seven TV channels to isolated areas hitherto unable to get video due to the natural terrain barriers.

Authorized by FCC to make the experiment in the desert community, Howard-Yale Inc. will erect a 2-watt "booster" station with scramble device atop the 7,000-foot-high Howell Peak in the Santa Rosa Mountains south of Palm Springs to pick up, amplify and re-broadcast signals from Mt. Wilson, transmitter site of the 7 Los Angeles vhf TV stations, 90-odd miles distant. The signals will be transmitted to test receivers in the Palm Springs area.

The video relay system to be installed for the tests was designed and built by International Research Assoc., Santa Monica, Calif., electronics equipment manufacturers.

Some areas of Palm Springs, for the past several months, have been getting Los Angeles TV programming through a community coaxial cable hookup by International Telemeter Corp. to antenna system located on a mountain site approximately 10 miles northwest of the town [B•T, Nov. 3].

Telemeter's long planned experimental subscription TV, originally scheduled to start last February, has been intermittently postponed. The 51% Paramount Pictures Corp.-owned ITC plans to have between 300 and 500 coin box receivers in the area to determine public acceptance when subscription TV tests begin.

PURCHASE of MBS five-a-week half-hour mystery-adventure-fantasy series on WNOE New Orleans by Brown's Velvet Dairy Products is approved by (l to r): Paul Beville, sales manager, and Benton Paschall, vice president-general manager, both WNOE; Alfred W. Brown, Brown's Velvet Dairy Products president, and E. V. Brinckerhoff, Brinckerhoff Adv. Agency president. WNOE calls deal the largest in the station's history.

Graves Gets D. C. Post

HAROLD N. GRAVES has been named Washington, D. C., vice president and representative of Queen City Broadcasting Co. (KIRO Seattle). He had been the company's secretary-treasurer since 1944. He will open his Washington office about May 1. John L. King, a U. of Washington regent and director of Queen City Broadcasting, will succeed Mr. Graves as secretary-treasurer.

* * *

WNOE Sells MBS Series

WNOE New Orleans sold its largest single contract to date with the purchase by Brown's Velvet Dairy Products of MBS' half-hour mystery-adventure-fantasy series five nights a week on the station, effective April 20, for one year. WNOE also sold the firm two one-minute spots daily Monday through Friday for program-product promotion, according to Benton Paschall, station vice president-general manager. The series includes *Hall of Fantasy; High Adventure; Crime Fighters; John Steele, Adventurer,* and *True or False.*

KVTV (TV) Begins Operation, Covers 'Siouxland' Area

KVTV (TV) Sioux City, has made its commercial telecasting debut. The vhf Ch. 9 station, operating with 29 kw visual ERP, advised B•T that it is covering 31 counties in Iowa, Nebraska and South Dakota. This area, described by the station as "Siouxland," has a population of more than a half million, the station reported.

About 45,000 television sets have been installed in KVTV's coverage area, the station estimated.

Robert R. Tincher is general manager of the station, which is affiliated and interconnected with CBS, NBC and DuMont. Station made its bow March 29.

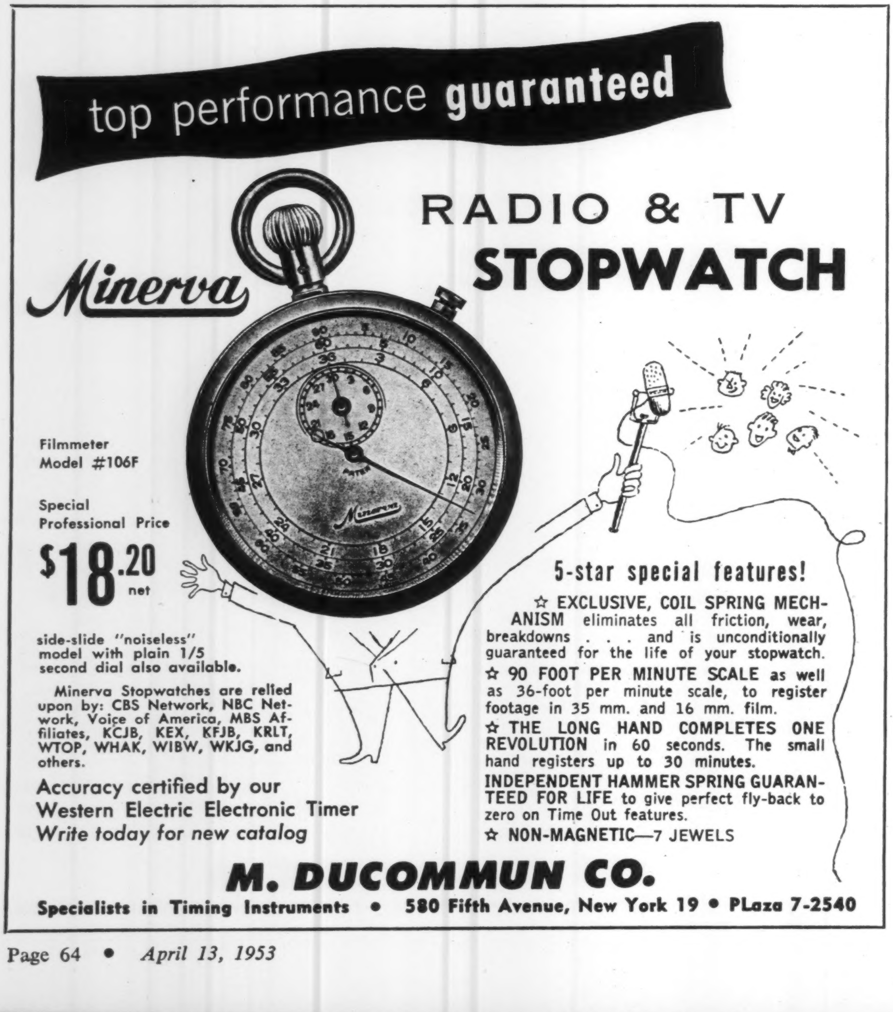
National representative is the Katz Agency.

Other KVTV executives include Art Smith, resident manager; Donald D. Sullivan, commercial manager; Dick Harris, promotion manager; Clifton Todd, chief engineer, and Norman Bacon, program director. Account executives include Bob Donovan, Ed LaGrave and Fred Reynolds.

NCAA Football TV Plans Made for '53 Season

NCAA's 1953 Television Committee, ending a three-day meeting in New York Thursday, authorized a statement that TV plans for the 1953 football season have been made and will be submitted to the 375 member colleges for a decision.

No details of the committee's recommenda-



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Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog

5-star special features!

☆ **EXCLUSIVE, COIL SPRING MECHANISM** eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ **90 FOOT PER MINUTE SCALE** as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ **THE LONG HAND COMPLETES ONE REVOLUTION** in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ **NON-MAGNETIC**—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

TV's most-copied program makes news again!

Jane King, well-known WPTZ Home Economics expert shows a sponsor's product in action.

Now...

LIVE COMMERCIALS

on WPTZ's "Hollywood Playhouse"

THREE YEARS AGO—March 20, 1950—WPTZ dared to launch Television's first daily, full-length movie *in the afternoon* . . . "Hollywood Playhouse". The industry was skeptical—until the ratings poured in to show the overwhelming popularity of this dramatic departure in Philadelphia, which has since been copied up and down the land.

Now WPTZ makes news again, introducing live commercials on "Hollywood Playhouse"!

Jane King, who for 2 years has been showing WPTZ fans that Home Economics doesn't have to be deadly, will now bring your product to life for the 200,000 (or more) daily viewers of "Hollywood Playhouse".

She's talented, trained, and *popular.* Your product will have a new personal appeal when she shows it "live". And your participation delivers *15 viewers for every penny you spend!*

You'll really own the Philadelphia market if you use "Hollywood Playhouse" every day, Monday through Friday, from 1:00 to 2:00 p.m. Or buy participations on this feature in combination with other spots to earn the enormous bonus made possible by WPTZ's sensational "45-12 Plan".

*Have you heard about this new way to economy in TV commercials?**

NBC
TV-AFFILIATE

*Call us at WPTZ, or see your nearest NBC Spot Sales representative.

WPTZ

FIRST IN TELEVISION IN
PHILADELPHIA
CHANNEL 3

1600 Architects Building
Philadelphia 3, Penna.
Phone LOcust 4-5500

tions were released but it is reported that the 1953 program will be similar to the one in effect last year. NCAA's 1952 plan called for the telecasting of one football game a week on a network basis, carried on NBC-TV last year, with no team participating more than once. It is expected that this year's plan will be more liberal in permitting local telecasting of sell-out contests.

The TV Committee held a three-day meeting in Kansas City last month to hear industry and college proposals [B•T, March 23].

Taylor Names Stuart

APPOINTMENT of Robert E. Stuart as Dallas office manager of the O. L. Taylor Co., radio-TV station representatives, effective Wednesday, was announced last week by Lloyd George Venard, president. Mr. Stuart, who is resigning as account executive of Lannan & Sanders, Dallas agency, succeeds Fred Vance, resigned, who plans to live in Arizona.

Mr. Stuart

STATION REPRESENTATIVE SHORTS

Katz Agency appointed national representative by WTVN (TV) Columbus, Ohio.

O. L. Taylor Co., N. Y., appointed national representative for KFDX-AM-TV Wichita Falls, Tex.

Everett-McKinney Co., N. Y., appointed national representative for KELP El Paso.

Headley-Reed Co. appointed national representative for WHAN Charleston, S. C.

WOV Represented by Pearson

JOHN E. PEARSON Co. is national advertising representative of WOV New York. B•T in its April 6 issue reported erroneously that George W. Clark Inc. had been named to represent WOV.

NBC AFFILIATES PLAN RADIO GROUP

Steps to organize committee outside network framework will be taken at meeting to be held April 28 during NARTB convention.

NEW committee of radio stations affiliated with NBC, operating outside the network framework, has been set in motion by 16 operators of NBC stations.

First meeting will be held in Los Angeles Tuesday, April 28, during NARTB convention week. At least 50 NBC stations, and perhaps 60, will be represented at the first session, judging by replies received from a letter mailed to NBC affiliates.

The new committee is expected to serve as an opposite number to NBC-TV Affiliates, formed Oct. 18, 1951, at instigation of Walter J. Damm, WTMJ-TV Milwaukee. Mr. Damm is listed among organizers of the new radio affiliates group.

Purposes of the two groups are similar, except for their particular attention to the separate radio and TV problems.

The new committee is in no way connected with the Affiliates Committee headed by Paul W. Morency, WTIC Hartford. This committee was organized at the 1951 NARTB convention a few days after CBS had rocked the radio world by announcing a sharp slice in radio rates due to television impact.

Mr. Morency has indicated he is unable to continue as chairman of the all-industry group.

Idea of a separate committee, entirely outside NBC's own Stations Planning & Advisory Committee (SPAC), developed last February during informal discussions among NARTB directors assembled in Florida for the joint winter board meeting.

The organizers felt the need of a committee that would be wholly independent of the network and might in time supplant the NBC SPAC. P. A. Sugg, WKY Oklahoma City, is chairman of NBC SPAC.

Heavy attacks on radio rates were among factors inspiring the new agency. The organizers insist they are not a rump committee. Rather, they say, the idea is to improve and strengthen relations between affiliates and NBC. Many of the radio affiliate organizers are members of NBC-TV Affiliates.

The first step in Los Angeles will be to discuss organizational details and sound out sentiment of NBC affiliates. This, it was indicated, could lead to creation of an organization or it might end in formation of a committee to work out a plan for such a group.

A number of serious problems involving NBC-TV and its video affiliates have been worked out by the Damm committee, it was pointed out.

Signing the letter of invitation to NBC radio affiliates were the following:

William Fay, WHAM Rochester; Robert B. Hanna Jr., WGY Schenectady; Mr. Damm; P. A. Sugg, WKY Oklahoma City; John H. DeWitt Jr., WSM Nashville; H Quenton Cox, KGW Portland, Ore.; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Mr. Morency; Harold Essex, WSJS Winston-Salem, N. C.; Campbell Arnoux, WTAR Norfolk, Va.; Wayne Coy, KOB Albuquerque, N. M.; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU New Orleans; George W. Norton Jr., WAVE Louisville; E. R. Vadeboncoeur, WSYR Syracuse, and Clair R. McCullough, Steinman Stations.

CBS-TV Plans Newsfilm Dept.; Buddy, MacIlvane Head Unit

Four releases per day are planned in this move of the network to step up its daily coverage of world events.

CBS-TV is setting up its own news service, to be known as the Newsfilm Dept., for daily coverage of world events—and there's a "possibility" that the complete service may later be offered to all TV stations on a syndicated basis—Sig Mickelson, CBS-TV director of news and public affairs, is announcing today (Monday).

The announcement said it will be the largest newsgathering organization in TV broadcasting.

The new unit, which will operate as a separate department, will be headed by E. C. (Ned) Buddy, veteran newsman, as manager, and Karl MacIlvane, chief engineer of CBS television recording, as operations manager. Mr. Buddy, former foreign editor for Paramount and Pathe newsreels, more recently with Cinema (Canada) Productions Ltd., and, before the war, member of the CBS news staff, takes up his new post today (Monday).

Plans call for the new department to be in operation by May 1. CBS-TV's contract with Telenews expires May 16 and officials said Newsfilm Dept. will be "rolling" before that time.

The department will maintain its own camera and sound crews in news centers both in this country and abroad, including such foreign news capitals, as London, Frankfort, Tokyo, and probably Paris and Rome, and in key U. S. cities.

Newsfilm activities will be integrated with that of the existing CBS-TV news staffs, and will include the provision of camera crews for public affairs programs. Among these are the network's projected educational series in cooperation with universities, to be known as *The Search*, and *State of the Nation* series.

Mr. Mickelson said Newsfilm will put emphasis on "hard news coverage," especially tailored for TV viewing, with less stress on feature material.

Newsfilm's Manager Buddy organized Paramount's newsreel coverage of the 1937 Coronation of King George VI of England and also set up its World War II coverage.

Operations Manager MacIlvane, moving over from CBS television recording, formerly worked with sound motion pictures for some 13 years, rising to the post of chief engineer for Warner Bros. Eastern Studios.

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

YOU MIGHT CAST A TROUT FLY 183 FEET*—

BUT . . .

YOU NEED THE FETZER STATIONS TO LAND SALES IN WESTERN MICHIGAN!

Here's proof that the Fetzer stations—WKZO-WJEF in radio, WKZO-TV in television—are Western Michigan's best advertising buys.

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, rank among the nation's top radio values. Together they deliver about 62.6% more city listeners than the next-best two-station choice in these two cities—*yet they actually cost less!* For Total Rated Time Periods (February-March, 1952 Hoopers), WJEF gets a 15.4% greater Share of Audience than its nearest competition. And according to the February, 1952 Pulse, WKZO gets more listeners, morning, noon and night, *than all other stations combined!*

WKZO-TV

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. *This is America's 25th television market*—a bigger TV market than Atlanta, New Orleans, Denver or Seattle! The December 1952 Videodex Report credits WKZO-TV with 86.9% more afternoon viewers than Western Michigan's other TV station—129.3% more evening viewers!

Write direct for the whole Fetzer story, or ask Avery-Knodel.

** Dick Miller of Huntington Beach, California, holds this world's record.*

WJEF
tops IN GRAND RAPIDS
AND KENT COUNTY
(CBS RADIO)

WKZO-TV
tops IN WESTERN MICHIGAN
AND NORTHERN INDIANA

WKZO
tops IN KALAMAZOO
AND GREATER
WESTERN MICHIGAN
(CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

SEASONAL PLANS MADE BY DUMONT

PLANS for new feature programs for the late spring and early summer schedules of DuMont TV Network were to be announced yesterday (Sunday) by Chris J. Witting, DuMont's managing director.

Additionally, Mr. Witting said, the network will carry the British Broadcasting Corp. films of the Coronation of Queen Elizabeth II on June 2, as will other TV networks.

Part of the new network program schedule was placed into operation with the March 22 premiere of a fantasy-type program, *Johnny Jupiter* (Saturday, 7:30-8 p.m. EST), which stars Vaughn Taylor and Carl Harms' puppets. It is produced and written by Jerry Coopersmith for Kagran Corp.

Next production to be introduced will be *Jimmy Hughes—Rookie Cop*, which begins on April 27. Scheduled for presentation on Monday, 8:30-9 p.m. EDT, the program will be directed by Barry Shears and produced by Stark-Layton Productions. Plans call for rescheduling *Johns Hopkins Review* from its Monday 8:30-9 p.m. spot to Wednesday, 8-8:30 p.m., replacing *Adventure Playhouse*.

A new dramatic series to be presented by DuMont will be *Climax*, a half-hour series of three vignettes "from real life." Time still is to be designated. It will be co-produced by Gil Fates and Arnold Peyser, and directed by Frank Bunetta.

Replacement for Bishop Sheen's *Life Is Worth Living* (Tuesday, 8-8:30 p.m. EDT) will be *The Music Show*, starting May 19. Originating from WGN-TV Chicago, *The Music Show* will feature Robert Trendler conducting a 36-piece orchestra and a chorus of eight voices. DuMont noted that *Life Is Worth Living* will go on summer hiatus after the May 12 telecast but will return in September in the same time segment with the same sponsor, Admiral Corp.

Other DuMont programs will include one centered around the St. Louis Zoo and others on Palisades Amusement Park. The network also is planning a news commentary program featuring Drew Pearson.

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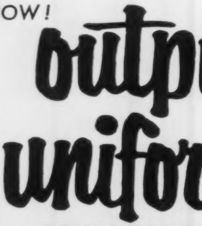
If you want quality second to none, be sure to ask for Soundcraft Professional Tape . . . the one and only *Micro-Polished* tape!



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ABC-TV Adds 3 Affiliates; Total Is Now 104

ADDITION of three new television stations as affiliates of ABC-TV, raising the total number to 104, was announced Wednesday by Alfred R. Beckman, national director of ABC's station relations departments. New affiliates are:

WFBG-TV Altoona, Pa., owned by Gable Broadcasting Co., operating on Ch. 10, with Jack Snyder as general manager, affiliation effective last Monday; WCOS-TV Columbia, S. C., owned by Radio Columbia, Ch. 25, Charles Puttman, general manager, effective May 1, and WGVL (TV) Greenville, S. C., Greenville Television Co., Ch. 23, Ben McKennon, manager, Aug. 1.

NBC Sets Up Pre-Coronation Plans

A WIDE variety of appropriate programs will be on NBC radio in advance of the Coronation of Queen Elizabeth II of Great Britain on June 2, the network announced last week.

On three successive Sundays, May 17, 24 and 31, from 6:30-7 p.m. EDT, NBC's news and special events department will present three special programs narrated by news commentators in London. Morgan Beatty will be featured May 17, narrating "A History of the Coronation;" Merrill Mueller on May 24, on "Who Is Queen Elizabeth?" and George Hicks May 31, on "London on the Eve."

NBC radio also has made plans for the origination of many of its network news programs from London, starting May 25, and continuing through June 3.

NBC-TV announced meanwhile that it has arranged with Paul Mantz, noted speed pilot, to fly NBC films of the Coronation from London for presentation by the network "within hours after the event," in addition to BBC films which will be flown for all networks by Royal Air Force jet bombers [B•T, April 6].

Article Depicts CBS TV City

FOUR PAGES in the April 3 issue of *Fortune* magazine are devoted to a picture story of the first unit of CBS' Television City in Hollywood. Nine photographs in full color illustrate the story. They depict the outside of the $12 million unit, the master control room, the studio wing, audience studio, rehearsal hall, lobby of the building, rehearsal before camera and the master switchboard.

KXLY-TV to CBS-TV

SIGNING of KXLY-TV Spokane as a primary, supplementary, non-interconnected affiliate of CBS-TV, bringing the network total to 105 stations, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. KXLY-TV, on Ch. 4, is owned and operated by Symons Broadcasting Co. E. B. Craney is general manager.

Radio Upbeat

MORE EVIDENCE that radio is on the upbeat was pointed out last week by Louis Hausman, administrative vice president of CBS Radio.

Aside from the fact that radio set sales "are running at twice the rate they did last year," Mr. Hausman said, "in the last month or two the most popular nighttime [radio] programs were getting audiences running from 90 to 105% as big as they did a year ago."

"This indicates just one thing," he continued. "Despite the healthy increase of television ownership, people are more and more turning to radio for their nighttime broadcasting entertainment and information.

"And this is a very conservative statement, because the arithmetic on which these calculations are based does not take into account fully the tremendous increase of secondary sets which are being bought at the rate of 30,000 new radio sets every day, or one every 30 seconds."

TV Business in Chicago Up for Network O & Os

TELEVISION business of three network owned-and-operated stations and one major TV network affiliate has been brisk, judging by reports from their central divisions the past fortnight.

All network o and o outlets in Chicago—CBS's WBBM-TV, NBC's WNBQ (TV), ABC's WBKB and WGN-TV, affiliated with DuMont TV Network—have reported a sharp upturn in national, regional and local spot business.

Highlights are:

- WBBM-TV has contracted for more than $750,000 in new and renewed business since Feb. 10, 1953, when it (the old WBKB) came under the ownership of CBS, according to H. Leslie Atlass, vice president in charge of CBS Central Div. and general manager of the station.
- WNBQ (TV) announced a flurry of new business, including two new clients for programs, two renewals and sponsorship of portions of its *Creative Cookery*. Sales Manager John McPartlin described March as one of the best months in the station's history.
- WBKB (TV) recorded its biggest commercial month since it (the old WENR-TV) started telecasting in September 1948, it was announced by John H. Mitchell, vice president and general manager of the station.
- WGN-TV announced a number of new and renewed programs and spot schedules as well as the addition of new clients who will sponsor adjacencies on baseball.

Dixie Network in New Orleans

DIXIE Network Inc., organized last February to provide "high quality programming on a commercial basis to smaller stations throughout the Southeast," will program from headquarters in New Orleans, the network reported last week.

President of Dixie Network is William E. Williamson; Keith Glatzer is programming director and James E. Lake, production director. The network reports it will begin with daytime programming, airing some supplementary evening programs, but expects to expand to a fulltime basis.

SWG Names Committee For TV Policies, Functions

TO make recommendations in connection with video policies and channel all TV activities and services of the organization, Screen Writers Guild has set up a television advisory committee to its board of directors.

Nominations were made by TV writer members with Morgan Cox named chairman. Erna Lazarus and Curtis Keynon are vice chairmen. Other committee members are Dwight Babcock, Sam Newman, Jo Pagano, Elwood Ullman, Malvin Wald, Milton Raison, Don Mulallay, Al Duffy, Leonard Levinson, William Lively, Don Martin, Lee Berg, Dwight Cummins, Aleen Leslie, Maurice Tombragel and Catherine Turney. Al Martin, chairman of the TV coordinating committee, also serves on the new committee.

Seven sub-committees will be named to deal with awards, credits, employment and market list, grievance, membership, promotion and publicity and round table.

IUEW Strike at GE

PRODUCTION of radio and TV transmitters, receivers and picture tubes and communications and military electronics equipment at General Electric Co.'s Electronics Div. plants at Syracuse was halted last week by a strike of Local 320 of the International Union of Electrical Workers (CIO).

The union represents some 7,000 production and maintenance employes at Electronics Park and Thompson Road plants. The company officially closed both plants Monday after mass picketing prevented entry by virtually all employes, GE spokesmen said. Picket lines had been established at the end of the first shift on the preceding Friday.

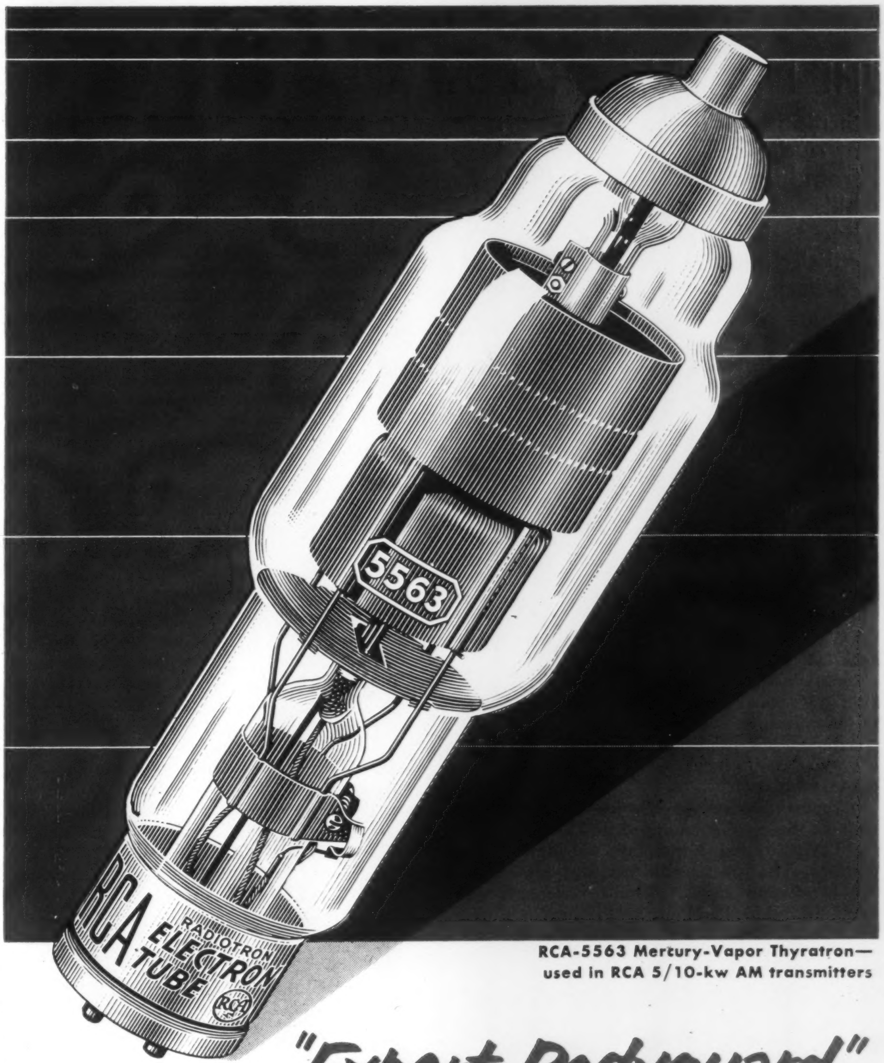
William J. Morlock, general manager for commercial products of the commercial and government equipment department, said deliveries of TV equipment built at Electronics Park were suspended for the duration of the strike. He noted that local union leaders had expressed hope for "quick settlement."

ASCAP-TV Network Talks

NEGOTIATING committee representing the TV networks will meet Wednesday with representatives of ASCAP for the second discussion of terms for new blanket licenses to replace those expiring the end of this year [B•T, March 9]. At the first meeting, March 5, networks were represented by Joseph A. McDonald, NBC; W. Spencer Harrison, and Louis Stone, CBS; Omar Elder, ABC; Donald H. McGannon, DuMont (as an observer). Herman Finkelstein, ASCAP general attorney, represented the music licensing organization.

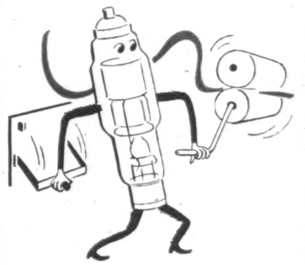
TWA Course in Writing

TELEVISION Writers of America, Hollywood, is sponsoring a 10-week course in TV writing, starting April 22. Wednesday evening meetings will be held at local TV stations and film production studios. Lecturers include Jess Oppenheimer, writer on CBS-TV's *I Love Lucy;* Sheldon Leonard, writer-director-actor, now with Sovereign Productions; Al Simon, head of production firm which films NBC-TV's *I Married Joan;* Alan Young, who appears on CBS-TV's *Time to Smile;* Dick Powell, TWA president, and others. Fee is $15.



RCA-5563 Mercury-Vapor Thyratron— used in RCA 5/10-kw AM transmitters

"Expert Bodyguard"



Severe overloads can, in a matter of seconds, destroy or seriously damage a high-priced transmitting tube. Guarding against such a costly event is a job for an "expert bodyguard" . . . like the RCA-5563 mercury-vapor thyratron.

In the latest RCA 5/10-kw AM transmitters, RCA-5563's ordinarily act as the main rectifier tubes. Yet, *in less than 1/60 of a second* . . . almost before an overload can get started . . . these grid-controlled rectifiers can shut off the same high voltage they rectify. The transmitting tubes are protected instantly . . . electronically.

You can't beat RCA broadcast tubes for operating economy, long service life, and all around *Performance Security.* For fast dependable service, call your local RCA Tube Distributor.

The RCA Tube Requirement Analysis Program gives you smooth control over your broadcast tube inventory . . . helps you avoid shortages or overstocks. Ask your RCA Tube Distributor for full details.

RCA®
RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.

UHF PROBLEM: SHADOW AREAS

Stations are denied that part of audience potential blocked from high frequency signal by hills and mountains. Power boosts do not help. Symmetrical circle coverage may be discarded.

PRACTICE unique in broadcasting history may have to be undertaken as more and more uhf television stations take to the air.

It may be necessary to deduct selected portions of the population from the potential audience within the service contours of a TV station due to the blanketing effects of hills and mountains intervening between the transmitter and homes.

That is the solemn warning sounded by John P. Taylor, RCA Engineering Products Div. advertising manager, in a second article on uhf coverage, published in the January-February issue of RCA's *Broadcast News*.

Mr. Taylor's foreboding was echoed by several Washington consulting engineers in a B•T check last week.

Shadow areas—sections of a city into which a uhf TV signal won't reach—are the reason for the warnings. Some observers see the disappearance of station coverage maps expressed in symmetrical circles—a practice as old as broadcasting itself.

In reporting on RCA Service Co. measurements of three RCA-equipped uhf TV stations, Mr. Taylor raised a number of admonitory questions. The most significant was his reference to shadow areas. "Don't underestimate them," he warned. He recalled that in Portland, Ore., where KPTV (TV) operates on Ch. 27 (548-554 mc), dead spots existed within two miles of the 1,000-ft. transmitter antenna [B•T, Nov. 17, 1952].

'Look Into' Hollows

There is a big question, he said, whether even 1,000 kw on a uhf band will fill in shadow areas. Best thing to do is site the transmitter so that it "looks into" the hollows, he advised.

In this he was backed by Washington consultant James C. McNary. In tests for WLEV-TV Bethlehem in very hilly terrain, Mr. McNary used a 100-w transmitter, radiating an effective power of about 400 w. He found that power increased the signal level where the shadow area was slight, but did not have any measurable effect where the dead spot was "deep."

"Power is no substitute for proper siting of the antenna," Mr. McNary said. His report on the Bethlehem experiments were filed with the FCC earlier this year.

Similar attitude about shadow areas was taken by Washington consultant Robert L. Kennedy. Mr. Kennedy took the position that shadow areas are inherent in uhf propagation and that critical siting of transmitting antennas was the only answer. "There is going to be blanketing in irregular terrain for uhf TV stations just as sure as God made little apples," he said. He pointed out that there was a definite relationship between frequency and shadow areas, which no amount of power could overcome.

However, he was not pessimistic about the problem. "Careful analysis of the terrain and the people to be served should permit the proper location of an antenna which accomplishes the job," he said. He recalled that similar propagation problems arose in the early days of the high portion of the vhf band (Ch. 7-13), and that they were overcome.

Most operating uhf stations are on the air with low power. Only three uhf stations have substantial radiations. These are WHUM-TV Reading, Pa., with 260 kw; WWLP (TV) Springfield, Mass., and WHYN-TV Holyoke, Mass., each with 150 kw. Reading's WHUM-TV, however, is the only one of the three in hilly terrain.

Other questions raised by Mr. Taylor—who reported on the results of tests on the signals of WSBA-TV York, Pa. (Ch. 43); WFPG-TV Atlantic City (Ch. 46), and WSBT-TV South Bend, Ind. (Ch. 34)—were:

- What happens beyond the 35-40 mile radius which so far seems to be the limit on uhf coverage? No one has the answer yet.
- How near to the FCC's F (50,50) curves will actual station signals fall when antennas are less than 400 ft. or above 1,000 ft.? Below 400 ft., the actual figures may fall below the FCC's curves; above 1,000 ft. they may be better, Mr. Taylor observed.
- Is the "average terrain" factor as determined by FCC rules correct? That figure is determined by measuring elevations from two to ten miles from the transmitter. What if there are hills or mountains rising suddenly just beyond the 10-mile boundary, he asked.

Look for an antenna site to cover "homes" not just area, Mr. Taylor urged. The object of a TV station is to serve people, not just land, he said.

STEWART GETS NEW DUMONT POST

APPOINTMENT of Donald A. Stewart, manager and coordinator of the film syndication department of the DuMont Television Network, to be distribution manager of the television transmitter division of Allen B. DuMont Labs is to be announced today (Monday) by Herbert E. Taylor Jr., division manager.

In his new post, Mr. Stewart will work closely with the transmitter division's sales representatives from coast to coast in exploitation of new markets, promotion and sale of new products, origination of special selling techniques for standard equipment, liaison with consulting engineers and attorneys representing clients, and implementation of sales training programs.

Veteran in Transmitter Div.

Mr. Stewart was active in the early growth of the DuMont transmitter division as a salesman at the close of World War II and was appointed northern division sales manager in 1946. He negotiated a contract for the first DuMont-equipped TV station in the country, WWJ-TV Detroit, that year.

From 1948 to 1951, Mr. Stewart was general manager of WDTV (TV), DuMont owned-and-operated station in Pittsburgh.

During World War II, Mr. Stewart was director of 475 hospital theatres and 170 camp theatres for the American Red Cross. He is a member of the National Television Film Council, Radio and Television Executives Club, National Assn. of Visual Education Dealers and the Motion Picture Pioneers organization.

Better 'Presence' Noted in N. Y. Binaural Radio Test

PANEL of experts that evaluated a 30-minute binaural radio test program in upstate New York on March 30 reported last week that the system, on the whole, had better "presence" than either channel alone and that small groups, such as a vocal quartet, were reproduced "more plausibly" than large groups.

The program, which originated from Rensselaer Polytechnic Institute, Troy, was broadcast over WGY Schenectady, WTRY and WHAZ Troy, and WPTR and WXKW Albany. It was held in connection with the 30th anniversary of WHAZ Troy, RPI's campus station.

The report on the test programs was made by a panel consisting of Donald E. Norgaard, electronics researcher for General Electric Co.; Dr. William E. Glenn, Dr. Carl Anderson, and Dr. George Watkins, all of the communications division of GE's research laboratories; Norman Walter of the metallography division of the laboratories, and Robert F. Crawford, professional musician of Schenectady.

Tape Coatings Bulletin

BULLETIN No. 22 discussing its four basic types of magnetic coatings on sound recording tapes has been announced as available upon request by the Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul, Minn.

RCA's New Turntable

ENGINEERING Products Dept., RCA, Camden, N. J., announces production of new broadcast studio turntable designed for playing five-groove 33⅓ and 45-RPM records.

the cornerstone
of every
advertising
campaign
in New Haven
and New England

TV
WNHC
FM

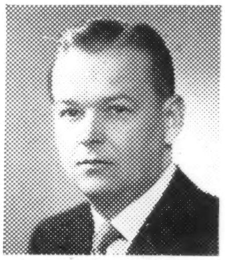
WNHC
RADIO
NBC

represented by the Katz Agency

LIVE ITEMS FROM OUR MORGUE

The trucking industry is now

AMERICA'S Nº 2 EMPLOYER



Photograph by Fabian Bachrach

ONE OUT OF EVERY 11 paychecks in the United States is paid directly by the trucking industry. More than six million Americans work as drivers, terminal employees and in other employment directly connected with the trucking industry all over our country. Many more workers are in trucking than in all iron, steel, and mining combined. Four times as many as in all U.S. railroads combined. Only agriculture employs more people.

These facts may round out the bare statement, made recently by an outstanding transportation authority, that trucks have been "the biggest single factor in our expanding economy of the past 15 years."

Walter F. Carey
President,
American Trucking Associations

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D.C.

it's **best** to be in the....
MIDDLE
...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.
JACKSON, MISSISSIPPI

WSLI
5000 watts
DAY & NIGHT
TOWN AND COUNTRY STATION
the middle spot
930
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ABC AFFILIATE

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WWJ
NBC AFFILIATE IN DETROIT
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THE DETROIT NEWS
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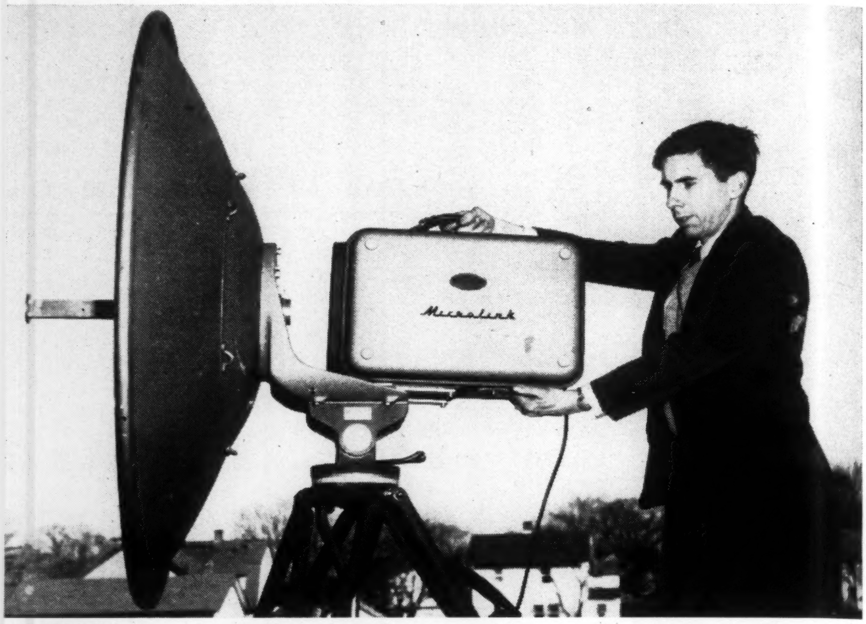
THE GEORGE P. HOLLINGBERY CO.



MICROLINK's ease of assembly is shown by a Raytheon engineer who fits the transmitting unit to its parabola. Machined guides assure a quick and perfect alignment. The junction is watertight. The unit is light enough to be picked up and moved about by one man.

* * *

Portable Microwave Relay Unit Unveiled by Raytheon

NEW lightweight, portable microwave relay equipment for television stations was announced by Raytheon Mfg. Co. last week.

Called "Microlink," the 200-lb. relay apparatus, operating on 7,000 mc, consists of four 38-lb. suitcase type cases containing transmitting and receiving control units, antenna feeds and RF heads, and two four-ft. parabolas, all at a cost of $8,950.

Covering a 6 mc bandwidth, the equipment is designed for video and sound transmission from remote camera positions to transmitter sites.

The equipment includes a new AFC and limiter, special cable compensating switch permitting up to 500 ft. of cable, accurately controlled transmitter frequency, built-in voltage regulator and provisions for frequency and modulation monitoring. Prominent feature is mechanical ease of assembly and disassembly, which can be done in a matter of minutes, Raytheon said.

The "Microlink" operates in the 6,875-7,125 mc range, with a power output of 0.1 w. Effective radiated power was figured at 200-500 w.

Additional equipment, at extra cost, includes a tripod at $575 and a tilt head mechanism for the receiving dish at $275.

Also shown was Raytheon's new 2,000 mc "Magnalink" for fixed installations. It is powered by a 50 w magnetron, which, through a 30 db gain from a 10-ft. parabola, results in an ERP of 50 kw. The "Magnalink" was used as a single hop relay over a 140-mile path in the atomic tests at Yucca Flats, Nev.

Cost of the "Magnalink" is $12,050, without reflectors. Dishes of 2, 4, 6, 8 and 10-ft. diameter run from $250 to $1,000. Addition of sound system increases the cost by $2,450. It has a bandwidth of 17 mc. The equipment is expected to find use in longer studio-transmitter link relays and intercity and interconnecting links.

Sayre Resigns Avco Post

JUDSON SAYRE, vice president of Avco Mfg. Corp. and general manager of Bendix Home Appliances Div., has resigned and will become consultant to the corporation, Victor Emanuel, Avco president and board chairman, announced Wednesday. Hector J. Dowd, Avco vice president and former chairman of Bendix, will succeed Mr. Sayre, switching from New York to South Bend, Ind.

G. K. Throckmorton Dies

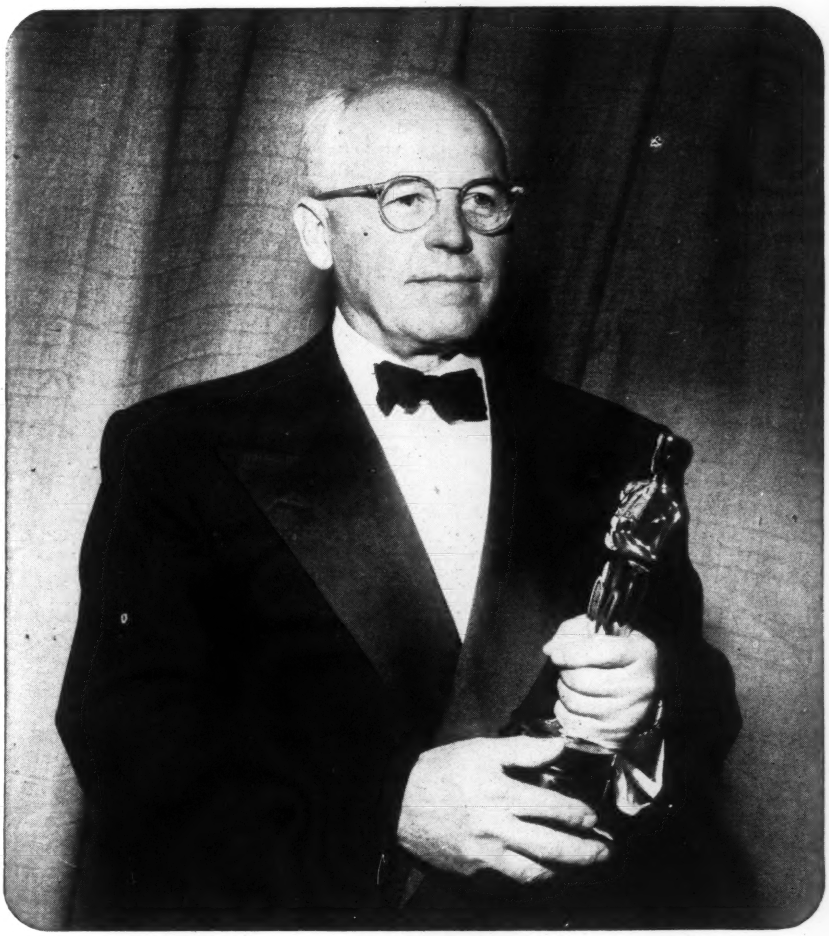
GEORGE KENNETH THROCKMORTON, 68, former executive vice president and a director of RCA, died April 5 at Clearwater, Fla. He had served as executive vice president of the RCA Radiotron Co., and from 1937 to 1942 was president of RCA Mfg. Co. Survivors are his wife, Mrs. Clarissa Downing Throckmorton, and a sister, Mrs. J. H. Skinner, Lafayette, Ind.

New Tape Recorder

AMPLIFIER Corp. of America, N. Y., announced last week that full-scale production has begun on a new type of portable magnetic tape recorder. Called the Magnematic, it is a 110-volt AC portable tape recorder weighing 19 pounds, and is said to attain a frequency response of 50 to 15,000 cycles at 7½ IPS.

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE
You Can Get A Share of East Texas
by Appointing us Your Spokesman
KFRO "Voice of Longview"—TEXAS

XUM



"The Academy votes . . . to George Alfred Mitchell---"

At the 25th Annual Academy Awards Presentations, Charles Brackett, President of the Academy of Motion Picture Arts and Sciences, made this "Oscar" award in recognition of special contributions made throughout the past 25 years:

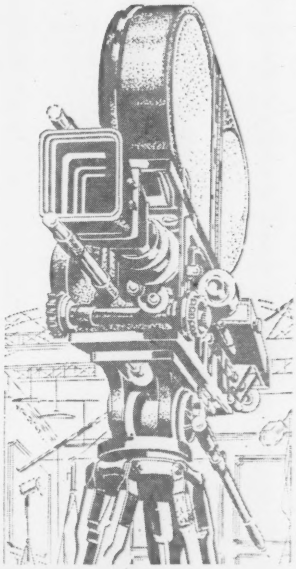
"Last night the Board of Governors drew up the following citation:

"For the design, development, and manufacture of the motion picture camera which bears his name; for the introduction of equipment which stampeded the artistic progress of films, and for his continued and dominant presence in the field of cinematography . . . the Academy votes an Honorary Award to George Alfred Mitchell."

With great pride and deep gratitude George Alfred Mitchell acknowledges—

This Honorary Academy Award made by the Academy of Motion Picture Arts and Sciences at its 25th Annual Presentations.

It is traditional of Mitchell Cameras that, in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of motion picture photography are being successfully used.



Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

Vote Asked for Removal Of Plamondon From Board

STOCKHOLDERS of Indiana Steel Products Co. last Wednesday were asked to submit proxies for election of a five-man board which would exclude A. D. Plamondon Jr., the firm's recently deposed president who also is RTMA president and board chairman.

A three-man majority asked proxies for their own re-election and the election of two others: Robert F. Smith, vice president and general manager, and John Bouwmeester, vice president of manufacturing. The majority faction voted March 24 to relieve Mr. Plamondon as president and transferred his responsibilities to Mr. Smith. Mr. Plamondon has refused to recognize the action [B•T, April 6].

The three directors—Chairman Paul Doelz, Hubert S. Conover and William C. Buchanan—said they would vote for Mr. Smith as president if they are re-elected. The election is scheduled for the annual stockholders meeting in Valparaiso, Ind., April 23.

It also was revealed that Glen McDaniel, RTMA general counsel, and a number of top-level manufacturing executives have backed Mr. Plamondon in his dispute with the other directors.

Seattle-Portland Relay

MICROWAVE relay project between Seattle and Portland "for exclusive use of transmitting television programs from California and eastern points to Pacific Northwest cities" will be undertaken by the Pacific Telephone & Telegraph Co. as part of a $12,497,000 coastal expansion project, the firm announced last week. Completion is expected by July 1.

MEMO
Be sure to
call Weed today
and ask about
the "Jet Fire"
WPTR
Merchandising
plan that covers
the Albany-
Schenectady
Troy area!

Three Finalize Exhibit Plans For Electronic Parts Show

THREE manufacturers have announced plans for exhibiting equipment at the 1953 Electronic Parts Show in Chicago May 18-21.

Standard Transformer Corp. will show its new line of Stancor Tinytrans miniature high-fidelity audio transformers. An intercom with a "built-in brain" will be displayed by Talk-a-Phone Co. Radio Craftsmen Inc. will display its ultra fidelity amplifier and a tuner with a complete phono equalizing and tone compressing system.

The Electronics Show will be held at the Conrad Hilton Hotel, with numerous other manufacturers slated to exhibit their equipment.

Chicago TV Council To See 3-D System

THREE-DIMENSIONAL TV will be demonstrated by American Television Inc. at the regular monthly luncheon session of the Chicago Television Council this Wednesday.

The system, developed by Ulysses A. Sanabria, will be shown in a live closed circuit telecast. Members of the subsidiary American Television Institute will explain problems involved in presenting commercials in three dimensions, how stations can use equipment and how an ordinary TV set can be adapted to receive 3-D with a $10 device.

To Ask FCC Inquiry

ATI recently held public demonstrations of the method. It plans to ask FCC to investigate the system and to withhold final adoption of color TV standards until 3-D can be incorporated in them.

Stromberg-Carlson Earnings

ANNUAL REPORT of the Stromberg-Carlson Co., Rochester, disclosed last week that total income for 1952 amounted to $48,098,209 as compared with $33,632,495 in 1951. Net earnings were reported at $1,240,746 as against $685,777 for 1951.

The report noted that the broadcasting division has continued to operate WHAM-AM-TV and WHFM (FM), all in Rochester, "at a good return for the company." It said profit on WHAM decreased "somewhat because of TV in Rochester proper" but said that the station continues to have a "growing audience."

Sales Up at Webster-Chicago According to '52 & '53 Figures

DESPITE a $408,951 loss after federal taxes last year, Webster-Chicago enjoyed a sales rise in 1952 and has been operating at a substantial profit since last January, the company reported last Wednesday. R. F. Blash, president and company chairman, predicted that 1953 sales would surpass those of previous years. Last year's figure was $19,580,686. He told stockholders that sales for the first three months of this year rose to $6,926,794—nearly double the $3,648,745 for the same period in 1952. He said W-C has been operating at a profit since last November.

RCA Issues Service Book

IMPORTANCE of good business management for radio and TV service firms is stressed in a new booklet, "This Business of Radio and TV Servicing," published last week by the Tube Dept. of RCA Victor, Camden, N. J. The booklet, said to be the first of its kind, covers budget planning, wage and salary considerations, materials, stock control, employe training, customer relations and methods of reducing operating costs and expenses. Also included are business forms, charts useful in maintaining accurate operating records and promotional material for developing better customer relations. The booklet is available from RCA equipment distributors.

DuMont Labs 1953 Sales

ALLEN B. DuMONT Labs announced last week that sales for the 12 weeks ended March 22 amounted to $24,187,000 as compared with $15,960,000 for the same period in 1952.

Net profit for the 1953 period was $940,000 as against $114,000 last year. Earnings of 2,361,054 common shares, after preferred dividends, totaled $0.39 per share for the 12 weeks this year as compared with $0.03 on the same number of common shares in 1952.

PROFESSIONAL SERVICES

Consulting Engineering Firm Formed as Eichwald Assoc.

FORMATION of Eichwald Assoc., a consulting engineering firm with offices in New York and New Haven, was announced last week by Bernard Eichwald.

Mr. Eichwald

Mr. Eichwald will serve as coordinator of the firm. He has spent his life in the construction business, as draftsman, specification writer, field superintendent, chief engineer, and vice president of a construction firm. He assisted in design and installation of electronic equipment for the UN in New York and handled all installation of TV equipment on the Empire State Bldg.

A specialty offered by the engineering firm will be an interior design department. Associates include structural, mechanical and sanitary engineers. New York offices are at 237 E. 39th St.

TV LENSES
WORLD'S LARGEST STOCK
Coated Hi-resolution Lenses for every TV need — wide angle, normal, telephoto — 1¼ to 20" . . . Cooke, Zeiss, Ektra, Carl Meyer, B & L, Wollensak, Ross, Astro, etc. All accessories, baffle rings, counter-balances, fittings. Foc. mounts fit RCA, Du Mont, GE Image Orth. Special mounts for GPI and others. Expert fitting service. *LOWEST PRICES.* 15 day FREE TRIAL. *Unconditional Guarantee.*
SERVING TV SINCE 1936 . . .
FREE! TV LENSE BULLETIN and PRICE LIST
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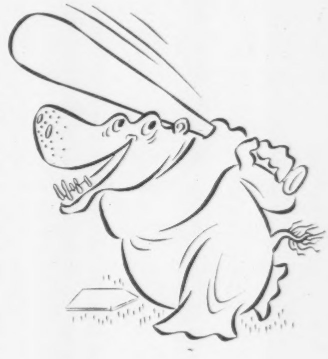
BROADCASTING
TELECASTING

features

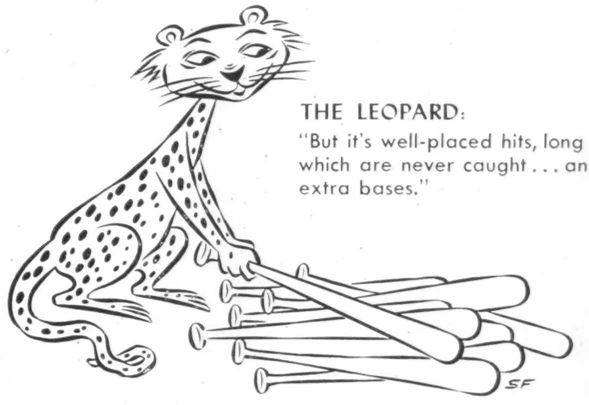
Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 870 Press Bldg., Washington 4, D. C.

Fables of the leopard and the hippo—8

ON PLAYING GOOD BALL



THE HIPPO:
"Big swing and long fly ball, I think, should set the crowd a-cheering."



THE LEOPARD:
"But it's well-placed hits, long or short, which are never caught . . . and so get extra bases."

THE MORAL: TV advertisers who (like the wily Spotted Leopard) play for runs, not grandstand cheers, find *Spot* TV effective.

Because they win sales pennants.

You can whip up Opening-Day enthusiasm—every day—for your product, too, with Spot TV.

You can hit away at *best* markets . . . pull squeeze plays, just when needed . . . pitch right to competitors' weaknesses . . . get more customers by picking off opposition way off base.

Local sports programs, on these thirteen leading stations, are one good way to do the job. Let us tell you about them.

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WOAI-TV	**San Antonio**
KGO-TV	**San Francisco**
KOTV	**Tulsa**

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NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

NORTHWEST'S NEWEST TV STATION GOES ON AIR

Station KTNT-TV Starts Operation in Tacoma, Wash., on March 1 with 30,000 ERP

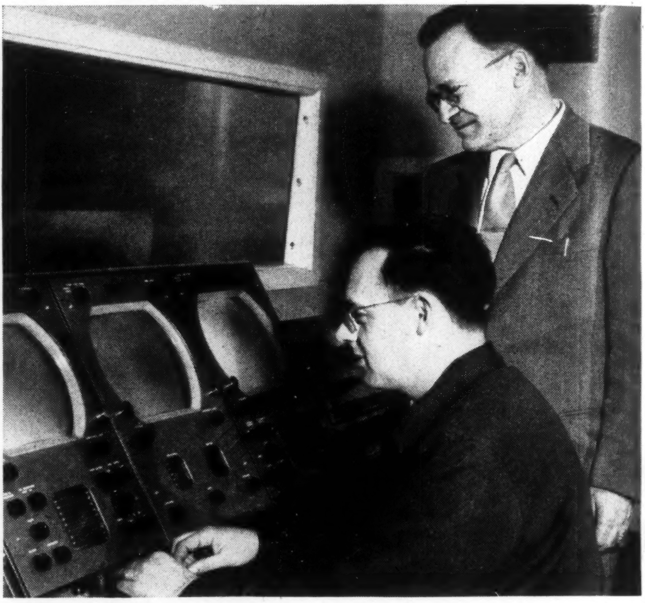
The Northwest's newest television addition is Tacoma, Wash., Station KTNT-TV. This CBS-DuMont affiliate went on the air March 1 and already has received reception reports that cover approximately 200 miles.

In fact, a radio-TV supply man from as far north as Victoria, British Columbia, recently wrote: ". . . your picture gives us the clearest, sharpest and steadiest signal ever to be received in this area."

Supplied almost completely with General Electric TV broadcast equipment, Station KTNT-TV is now operating at a 30,000 ERP and an application for an effective power boost to 120,000 has been accepted for filing by the FCC.

KTNT-TV's General Electric equipment includes a camera chain, a 5,000-watt transmitter, monitor and audio equipment, a complete line of projection room equipment, a 20-kw amplifier, and an antenna that stands 450 feet above the average surrounding terrain.

The new station will reach the families whose purchasing power accounts for more than half of the retail sales in the state of Washington. Station KTNT-TV is operated by the Tribune Publishing Company.



Max Bice, chief engineer, and Len Higgins, general manager of Station KTNT-TV, Tacoma, Wash., inspect their new General Electric switching equipment.

TEXAS STATION ANTENNA SECURED UNDER TWO HOURS

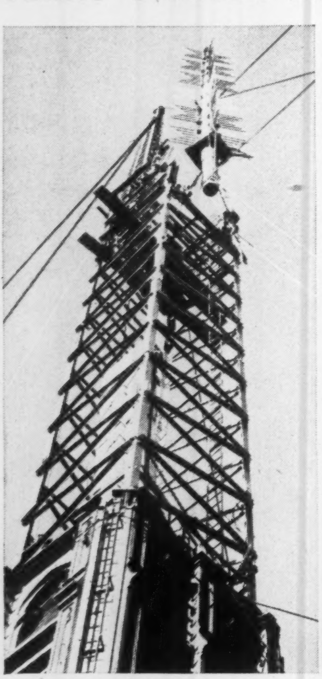
A major feat of antenna erection and installation was recently completed at Station KEYL, San Antonio, Texas. Hoisting of the antenna started at 9 in the morning and was ready to be secured at 2:30 in the afternoon. By 4 P.M.—less than two hours later—it was checked and declared completely secured.

The station was hooked up to the coaxial the following day and went on the air on the next day.

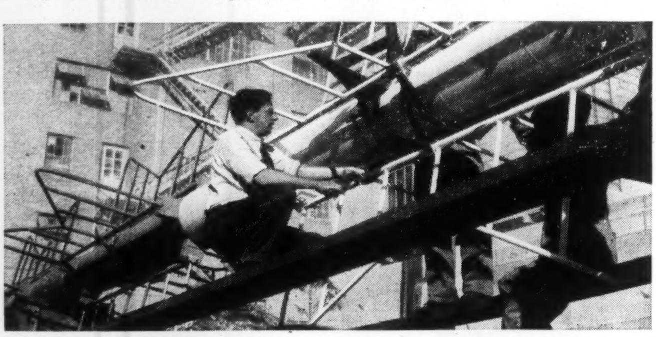
The General Electric 6-Bay Antenna had been pre-assembled and tested at the Syracuse Electronics Park factory, and this, according to George B. Storer, Jr., vice-president and managing director, "materially aided us in its final assembly and installation."

The new antenna is secured 550 ft. in the air on top of what is called the tallest "tee pee" in San Antonio, Texas.

Mr. Storer, Jr., also wrote: "We are very happy to have it installed and operating most satisfactorily. It is particularly reassuring to know that our G.E. Antenna, together with the 35,000-watt amplifier now on order, will give us a most conservatively engineered installation, capable of meeting all foreseeable future needs."



KEYL's antenna reaches the top and waits to be swung into position.



Clem Castle, Storer Broadcast Company engineer, inspects the General Electric 6-Bay Antenna before hoisting to the tower.

G.E. completes plans for NARTB Convention

General Electric's display plans have been completed for the National Association of Radio and Television Broadcasters Convention, starting April 28 in Los Angeles, California.

Ralph Yeandle

Although its main display plan is being kept secret, G.E. has announced it will show two new portable camera chains, G-E's latest series of switching units designed for stations of all sizes, and a high power 12-kw UHF transmitter.

Also featured will be the new all plug-in audio console, and a special exhibit of the Klystron tube, revealing inner-secrets of this tube that has proved so successful in high power operations.

Commercial engineer Ralph Yeandle, who is in charge of G-E's display, said the Galeria Room of the Biltmore Hotel has been reserved for this G-E showing.

GENERAL ELECTRIC

features

- **Cutting costs of TV film commercials. Page 78.**
- **TV goes to an art exhibit. Page 80.**
- **Design for an expanding AM-TV station. Page 84.**
- **Binaural broadcasting: radio's 3-D. Page 86.**

Educational radio-TV:

COLUMBIA U. MAKES PROGRAMS PAY OFF

THE United States Public Health Service had a problem. New drugs were providing new treatments for syphilis which, given in time, would cure the disease and eliminate its serious after-effects, a boon to patients as well as to taxpayers who support hospitals where many uncured cases slowly live out their lives.

The problem was twofold: To locate infected persons and to get them to come into public clinics for treatment. Radio, reaching all people at all strata of society, seemed the logical medium to use. But how to use it?

USPHS took its problem to Columbia U., where it was turned over to Erik Barnouw, former NBC executive then in charge of the university's radio and TV courses. Under his supervision a series of transcribed dramas on syphilis was produced and distributed by USPHS to state and city health departments throughout the country for use in educational and "case-finding" drives.

The results were phenomenal. Some 500 radio stations in 47 states dropped previous taboos against VD broadcasts to carry the series. Checks made at one VD clinic in a southern state showed that 25% of patients had learned of it through radio; authorities estimated that nearly 20,000 cases of syphilis were caught and cured in that state alone through the broadcast series.

Revolving Fund Established

The success of this campaign led USPHS and New Jersey to set up a revolving fund at Columbia for use in financing other public health education projects. These were to be sold to users so that the operation, while non-profit, would still be self-supporting. So, Communication Materials Center was established as a branch of Columbia U. Press, adding radio, television, posters, phonograph records, leaflets and even comic books to the Press's output of scholarly tomes. Dorothy Oshlag, former production manager of *Time International,* was made manager of CMC; Mr. Barnouw became its editor.

Last week the Center, which Mr. Barnouw describes as "a non-profit, public service Ziv," celebrated its fourth birthday by changing its name to Center for Mass Communications (retaining the CMC initials) and by moving into new and larger quarters on the Columbia campus. Since its founding CMC has revolved its $50,000 fund four times, producing some $200,000 worth of public health educational material and even venturing into other fields not covered by the fund.

Over the four-year span, CMC has produced eight series of radio transcriptions, two live TV series, a half-dozen feature films and about as many film shorts (the shorts also may be used on TV), play and TV scripts for local production, song books and record albums and millions of copies of leaflets and comic books.

One of CMC's most successful projects was the radio series, *The Lonesome Road,* dealing with alcoholism. The eight-program, quarter-hour series was purchased by ABC for use on its O & O stations and more than 50 other broadcasters purchased local rights. Alcoholics Anonymous sponsored the series in about a dozen cities and a number of other groups and individuals put it on the air in other communities.

How Programs Are Set Up

CMC's normal operating procedure is for a national public service organization to propose a subject for a campaign, in radio, say, underwriting a part of the cost. When completed, the transcribed series is offered for sale on an exclusive city or statewide basis to radio stations or to local groups who can use the programs in their educational and fund-raising drives. Fees start at about $30 for broadcast rights for a city of 25,000 or under and run to $500 for a state with more than 6 million population. These make up the remainder of CMC's out-of-pocket expenses and replenish the revolving fund.

In the fall of 1951, CMC made its initial venture into TV with *Horizons,* weekly telecast discussions of such topics as The Future of the Presidency, The Future of Women, The Future of Man's Food Supply, with authorities questioned by university students. ABC-TV broadcast the series as a public service Sunday afternoon program.

ABC is also carrying this year's *Seminar,* second CMC video series which takes the TV cameras (and home viewers) into actual sessions of an undergraduate seminar in American Civilization.

While some educational institutions are frantically trying to raise million-dollar appropriations to build and operate their own TV stations, Columbia U., through CMC, continues to concentrate on the production of educational material, making use of established media of mass communications for its public dissemination.

By Arthur Bellaire

In charge of TV and radio copy, BBDO

New actors' union fees make four players too expensive.

cutting the costs of tv commercials

It's still possible to keep expenses down in making television film commercials, even though the recent agreement with the Screen Actors Guild hiked players' fees tremendously. Here are some tricks learned the hard way by a copy expert for the biggest billing agency in radio and TV.

IN VIEW of the recent Screen Actors Guild strike and subsequent agreement, an article covering short cuts in cost in creating TV film commercials may seem to be either a little bit late or a trifle previous. Actually, in spite of everything, there are still ways to save money.

Before reviewing some specifiic methods, let's consider a few of the new SAG terms. Prior to the recent strike you could hire an actor by the day—say for $70—and in that day you could shoot as many commercials as you wished around that person on-camera. The $70 that actor received was his final payment. And you could run those commercials as long as you liked.

Times have changed. What will $70 buy now? One class A program use of one commercial. Or 13 weeks of use as a spot in class C. If this one commercial is used an unlimited number of times on a program in class A for 13 weeks, the player may receive up to $650.

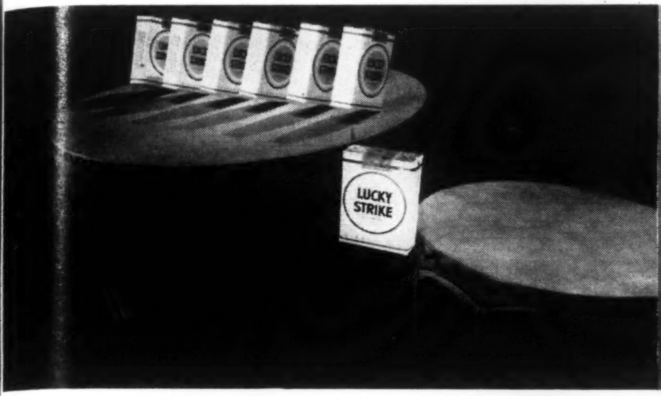
Repayment Scale

In other words, the talent also receives repayment after the film commercial has run a given period. This scale of repayment may depend on many factors: Whether the player is on-camera or off-camera, whether the film commercial will be used for a program or as a spot, how many times the commerical will be run, and with what frequency. The repayment rate is lowest for class C—one to five cities, higher for class B—six to twenty cities, highest for class A—more than 20 cities. In other words, seven plus seven equals 21.

The new SAG agreement also limits the life of a commercial. Any pre-strike film commercials you now have may run forever. But new ones may run a year and a half from their first use if they show a player on-camera; two years if players or singers are used off-camera; or two and a half years if the commercial includes players or singers off-camera with animation. That is, unless you secure the consent of the actor involved to extend the life of the commercials.

Let me illustrate a rather extreme case. One particular film commercial created and

Here's a stop motion commercial that saves talent cost



Films can use simplicity of live commercials like this

produced before the strike opened on four women around a bridge table *(see picture opposite page)*. As with most females, they were chatting about something that had nothing to do with cards—in this case the sponsor's product. After establishing this situation for a few seconds, an announcer came in voice-over for the hard sell.

For their services, these five people received approximately $70 each, or a total of $350. That was all. No repayment. And the film could be used anywhere any number of times.

If that commercial were produced exactly the same way today under the terms of the new SAG agreement, and run in unlimited class A program use for one year, the total talent bill for the five people would exceed $10,000.

This is obviously reaching to make a point. But it *does* make the point. Of course, this commercial would not be produced in the same manner today. With three of the four bridge players, only the hands would be shown, dropping these three actresses into the class of "extra" who receive from $18.50 to $25 per day with no repayment required. And it's surprising what a good story you can tell with a series of closeups.

Secret of Simplicity

There's no doubt about it—many commercials which have had little regard for talent expense will now be simplified. But, after all, isn't simplicity one of the secrets of a good TV advertising message? Aren't a good number of the better commericals drawing on the live talent of only one person?

While still on the subject of the new SAG agreement, advertisers will now pay particular heed to the time-buying plan. Let's say you're contemplating film spots in 22 cities. You may find 20 will do just as well, thereby dropping your talent repayment classification from Class A to Class B.

You'll also want to re-consider the number of film spots running in a series. Are you now rotating three or four to tell the same sales story? When you come to making new ones, two might do the trick just as well. People really don't tire of seeing your commercials repeated as rapidly as your next door neighbor may lead you to believe.

Suppose we now look elsewhere for savings in television film commercials. After all, money is money regardless of whether you save it on talent or on production costs.

Let's start with animation. When animation is called for, how elaborate should it be? How much money should it cost? As you know, there are hundreds of varieties of animation, each with its own price tag. The complete Disney-type treatment can cost you your shirt. That much detail is usually unnecessary anyway—and distracting as well. Having animated characters talk in lip sync is also an expensive luxury—except, perhaps, on their key lines. What I'm getting at is that a full knowledge of animation is vital before you can expect to get your money's worth out of it.

Rear Screen Projection

Another short cut in cost can result from the use of rear screen projection. Showing motion or slides, R.P., can save thousands of dollars on the construction of backgrounds. However, as with animation, rear screen can be costly and involved if not fully understood and properly used.

The fact is, while R.P. does have its place under certain conditions, actual live sets are usually the rule in live shooting. How many times have you yourself seen money wasted on an overly-designed backdrop, one which probably won the scene designer a prize for his artistry but lost a lot of sales for the advertiser? The reason: There were just too many aesthetic touches for a viewer to look at when he should have been watching and listening to the announcer standing in front of it. The moral: Keep the backdrop simple. The resultant savings become then a happy by-product.

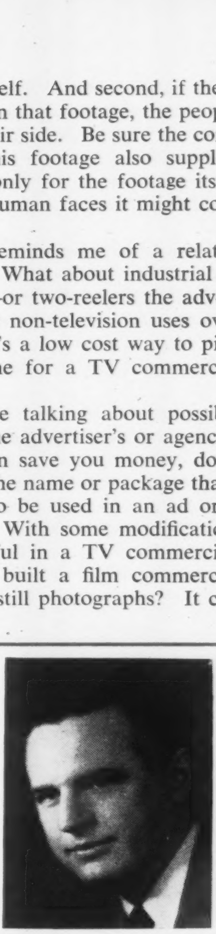
What about stock footage? Lots of money can be saved in TV film commercials by using stock footage for inserts—factory scenes, long shots of crowds, sporting events, traffic scenes and the like. Two warnings, however: First, stock footage, while plentiful, can also be elusive. Spending days looking for *exactly* the scene you want may turn out to be more expensive than shooting the scene yourself. And second, if there are people shown in that footage, the people have the law on their side. Be sure the company supplying this footage also supplies legal releases not only for the footage itself but covering any human faces it might contain.

Stock footage reminds me of a related short cut in cost. What about industrial or educational films—or two-reelers the advertiser has made for non-television uses over the past years? It's a low cost way to pick up a relevant scene for a TV commercial now and then.

And while we're talking about possible material right in the advertiser's or agency's own office that can save you money, don't forget artwork of the name or package that's already paid for to be used in an ad or a promotion piece. With some modification, this might be useful in a TV commercial.

Have you ever built a film commercial almost entirely of still photographs? It can

ABOUT THE AUTHOR



Mr. Bellaire is in charge of television and radio copy for BBDO, biggest billing agency in radio-TV. A graduate of the U. of Iowa and former city editor of the Iowa City *Press Citizen*, Mr. Bellaire entered radio as a news writer for NBC. Later he joined United Press to write special programs for news commentators. He has been with BBDO since 1943. This article is a revised version of a speech he made to the annual meeting of the Assn. of National Advertisers last March 20.

be done, and it doesn't have to be dull or deadly. If the pictures themselves don't move, have the camera move in and out. Add a few opticals and a lively voice-over and you may end up with a well-paced, hard-selling commercial.

Outdoor shooting can often save you money. You don't have to be selling automobiles to go outdoors to shoot your scenes. Imagination on the part of the writer may produce some good outdoor silent shooting, a compartively inexpensive operation, to tell an outdoor story—the milkman delivering the advertised milk, a healthy youngster playing a robust game of ball after eating the advertised breakfast food. To add to the reality without sound shooting, dub in some traffic sounds or even some dialogue if the lips of the actors are not to evident.

The re-use of film footage has no end of cost-cutting possibilities. First, how about taking film footage shot for one commercial to use in another commercial? According to the SAG agreement, you would have to repay the talent in those scenes if this commercial is now considered a new commercial. But you would save money on production costs on those scenes you lifted. However, if you take one commercial and want to re-edit or rearrange the commercial, thereby not changing it into what would be considered a new commercial, you may do so *without* repayment of talent—providing you withdraw the original version.

Use of Footage

Here's another point about the use of footage in the SAG agreement: When you shoot, say, a one-minute film commercial under the terms of the agreement, you may then edit this commercial to various lengths, such as 20 seconds or a 50-second open-end spot. On these shorter versions, there is no extra payment of talent necessary.

Suppose you have good commercials on the air right now that were shot before the Screen Actors Guild strike? You can keep right on running them as long as you like with no talent repayment. Also, you can lift footage from those commercials and incorporate them with newly-shot footage into a new commercial. In this event, it seems to be the understanding that you pay the new talent, but that you do not repay the old talent.

The new SAG agreement poses a lot of questions. Getting back to talent, you may be asking yourself: As I figure ways to simplify my use of talent, are my commercials going to lose some of their selling value? I don't believe they have to.

Certainly it goes without saying—although I can't resist saying it—the most economical commercial of all is a *good* commercial, a commercial that demonstrates, a commercial that doesn't try to say too much, a commercial that sells goods or services and makes the advertiser a profit. There are hundreds of ways to save money on a commercial—there are thousands of ways to spend too much. The key to the problem, if it is a problem, can well be a good creative staff who knows when to spend and when to save. Regardless of how you juggle the dollars and cents to stay within the budget, the idea behind it is what can make or break the commercial.

In Milwaukee:

Beer Advertisers Have Champagne Tastes

AN ART exhibit can be an interesting vehicle of entertainment for televiewers.

This was aptly demonstrated by WTMJ-TV Milwaukee, the *Journal* station, which conducted an art tour during the city's recent Home Show. So successful was the telecast of the educational exhibit that it helped triple attendance the following day.

A million dollar collection of 19 valuable paintings was transported from the Metropolitan Art Museum in New York to Milwaukee for the exhibit sponsored by the *Journal* at the Home Show. Then WTMJ-TV went into high gear.

In place of a usual filmed dramatic show, Blatz Brewing Co. presented a half-hour remote March 10 from the art exhibit—but minus any commercials. Station utilized three cameras at each stop on the TV tour, with Lloyd Pettit, WTMJ-TV announcer, accompanying Earl E. Rosenthal, assistant director of the Milwaukee Art Institute.

WTMJ-TV reported much favorable comment from viewers who, apparently, never thought an art show could be so interesting. Following day crowds were estimated at three times those of the previous day. Many people mentioned they had seen the telecast.

Art wasn't the only thing on display either. The Schlitz Brewing Co. featured a million-dollar diamond collection on its *Saturday Night Theatre* over WTMJ-TV. Under heavy guard, the collection was taken from the Home Show to WTMJ-TV's Radio City studios for the special program. Jack Brand, show m.c., interviewed William Schwanke, who owns the collection of authentic reproductions of world's famous diamonds, during half-time intermission.

The art exhibit and diamond display were only two of the top features of the Milwaukee Home Show to which local radio and television stations devoted much air time.

VIEWING one of the 19 paintings first-hand are (l to r) Ted Rosenak, Blatz advertising director; Emmett S. Jaques, manager of Blatz TV advertising; Earl E. Rosenthal, assistant director of the Milwaukee Art Institute, and Lloyd Pettit, announcer.

XUM

Romper Room

Brings your message into the home

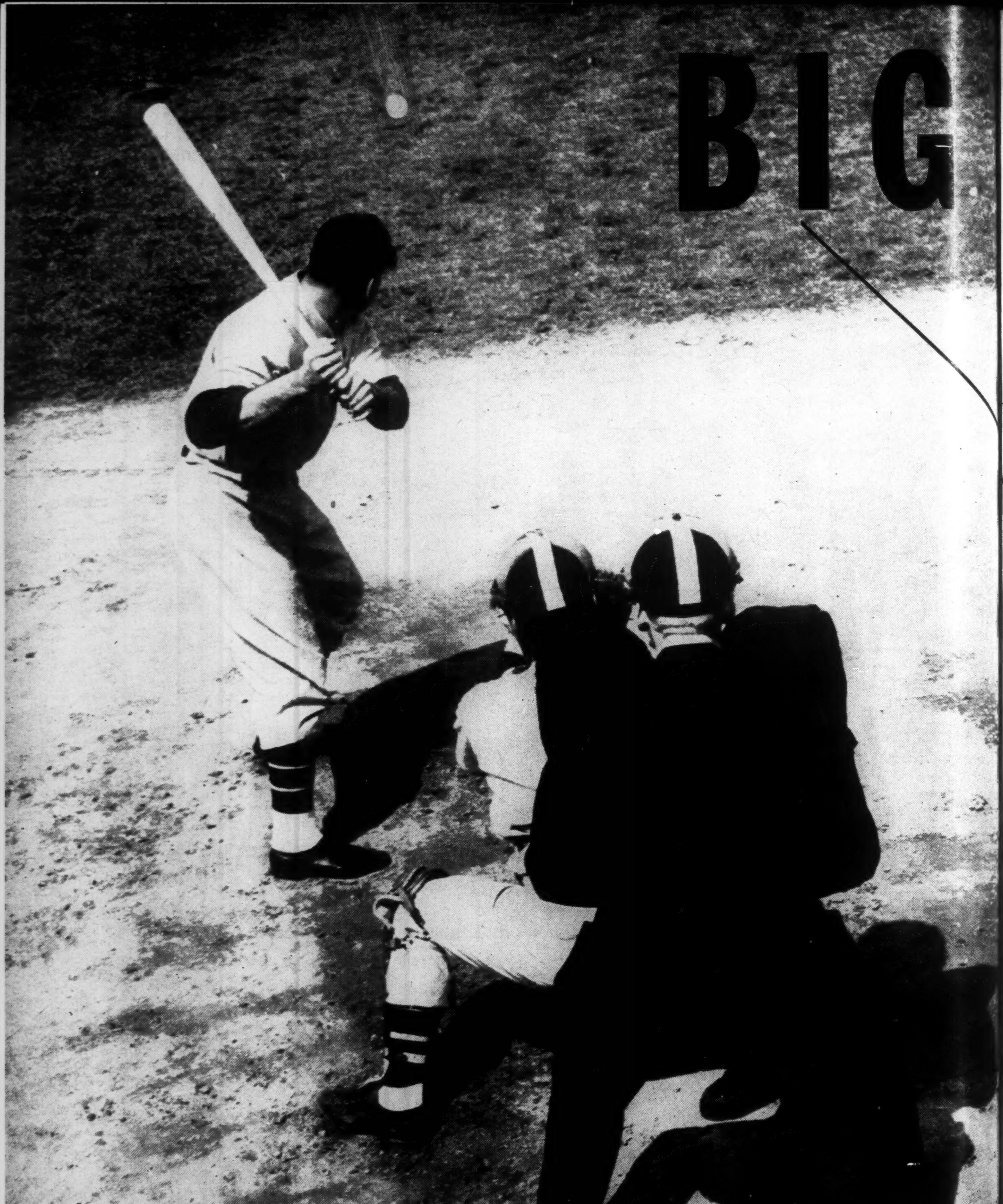
Romper Room is a fascinating program for the pre-school small fry *and* their mothers. Every weekday from 9:00 to 10:00 a.m. thousands of children literally force mothers to "turn on Romper Room"! Jean Moseley, Romper Room's attractive hostess, and idol of all pre-schoolers, has a wonderful way of working your selling message into the program's material—thus insuring full sales impact.

WBAL TV

TELEVISION BALTIMORE • NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

BIG



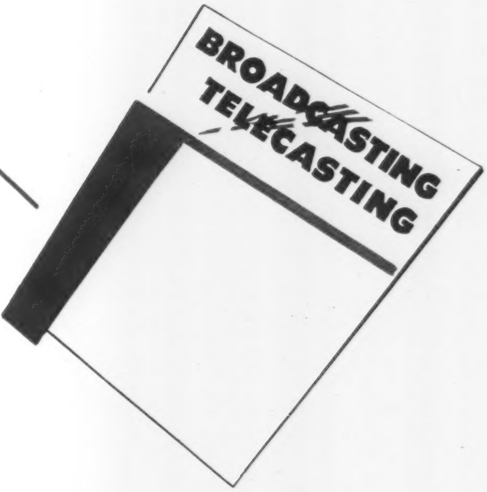
XUM

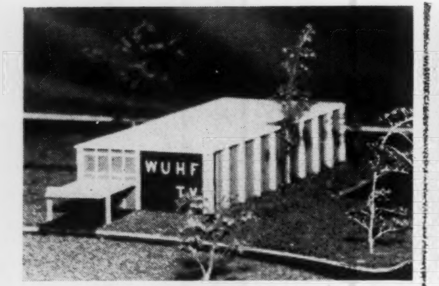
LEAGUE

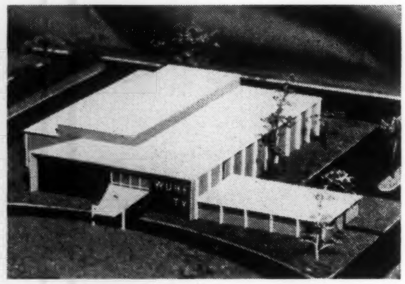
BROADCASTING • TELECASTING ***has:***

- ***the biggest editorial staff***
- ***the most news and feature coverage***
- ***the greatest advertising volume***
- ***the most circulation (all paid)***

where it counts


BROADCASTING
TELECASTING





A TV STATION TAILORED FOR

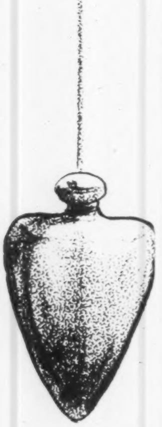
A PRACTICAL building plan for a radio station which intends to enter TV modestly but expand its facilities as its business grows has been drawn by Kramer, Winner and Kramer, New York architects and broadcast engineers. The designers call it a "plan for . . . organized development."

The first and final stages of the combined AM-TV plant are illustrated in the exterior views above. On the facing page the interior arrangements of both stages are shown. In the first stage, it is assumed that TV operations will be confined almost exclusively to network, film and remote broadcasts. In the final stage, provision is made for fairly extensive local live programming, including shows with studio audiences. The plans for AM space in the building assume that radio programming will depend to an increasingly greater extent on recorded material and to a lesser extent on big local shows with big audiences (though such AM productions could be done from TV studio in final stage).

Ground level plan for final stage (top drawing) contains all facilities for TV production, administration and general business offices, with each function separated from others. Traffic flow of people in these departments does not cross (note arrows pointing to access for various departments).

Upper level in final stage (lower right) contains two TV control rooms with announcers' booths over large studios which take up both ground and upper levels. Note that control of two smaller TV studios is handled blind, as experience has proved adequate for most programs. Far end of upper level is devoted to AM facilities. Radio master control overlooks one of the large TV studios for simulcasts. First stage in upper level, not shown here, is basic core of final state (see bracketed area) and is changed relatively slightly from first to final stages. In first stage, area that contains both TV studio control rooms, two small offices and radio studio in final stage plan at right, consisted of one combination AM-TV studio and TV control. Other changes are minor.

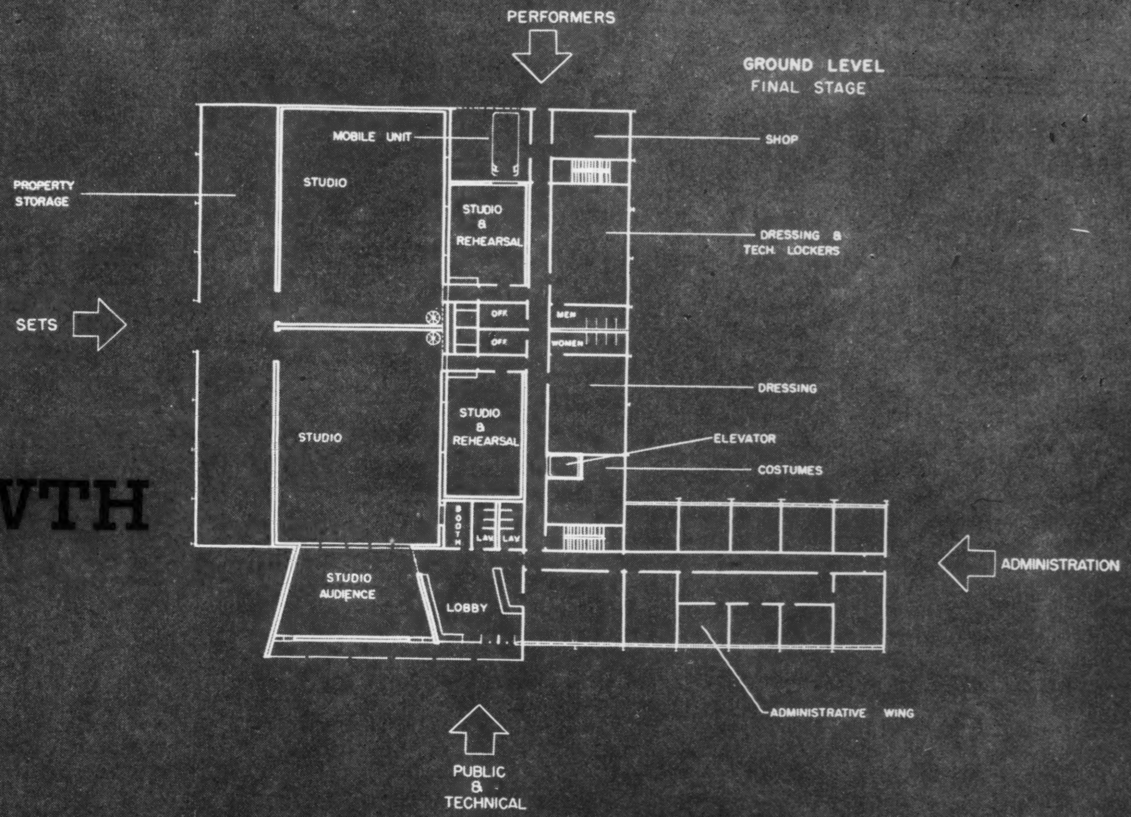
Ground level plan for first stage (lower left) shows principles of traffic separation as in final stage. Large property storage room opposite TV studio in this stage becomes dressing room in final stage. Administrative offices move out of first stage area to special wing in final stage and are replaced by other dressing room, studio and rehearsal space, costume room. Advantages of this plan are that separation of functions into wings and levels permits building to be shut down except for a few essential rooms during night hours. But the plan also brings together those areas requiring the most wiring and producing the greatest heat load, a concentration that assures minimum cable length and duct work.



These plans, in greater detail, were presented by Allen Kramer, member of the firm, at the Institute of Radio Engineers' annual meeting in New York, under sponsorship of the IRE group on broadcast transmission systems, of which Lewis Winner, firm member, is chairman.

XUM

R GROWTH


PERFORMERS
GROUND LEVEL
FINAL STAGE
MOBILE UNIT
SHOP
PROPERTY STORAGE
STUDIO
STUDIO & REHEARSAL
DRESSING & TECH. LOCKERS
SETS
OFF
OFF
MEN
WOMEN
DRESSING
STUDIO
STUDIO & REHEARSAL
ELEVATOR
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LOBBY
ADMINISTRATIVE WING
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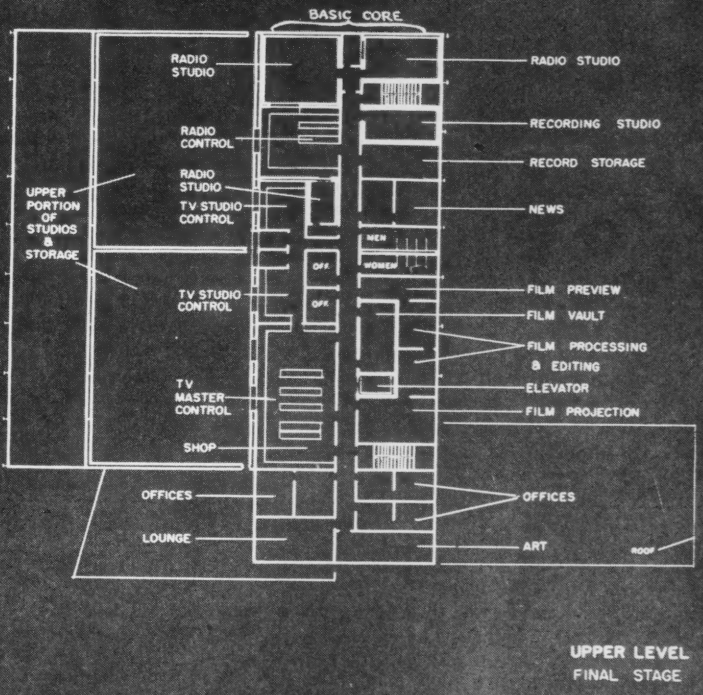
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RADIO STUDIO
RADIO STUDIO
RADIO CONTROL
RECORDING STUDIO
RECORD STORAGE
RADIO STUDIO
TV STUDIO CONTROL
UPPER PORTION OF STUDIOS & STORAGE
NEWS
MEN
WOMEN
OFF
OFF
TV STUDIO CONTROL
FILM PREVIEW
FILM VAULT
FILM PROCESSING & EDITING
ELEVATOR
TV MASTER CONTROL
FILM PROJECTION
SHOP
OFFICES
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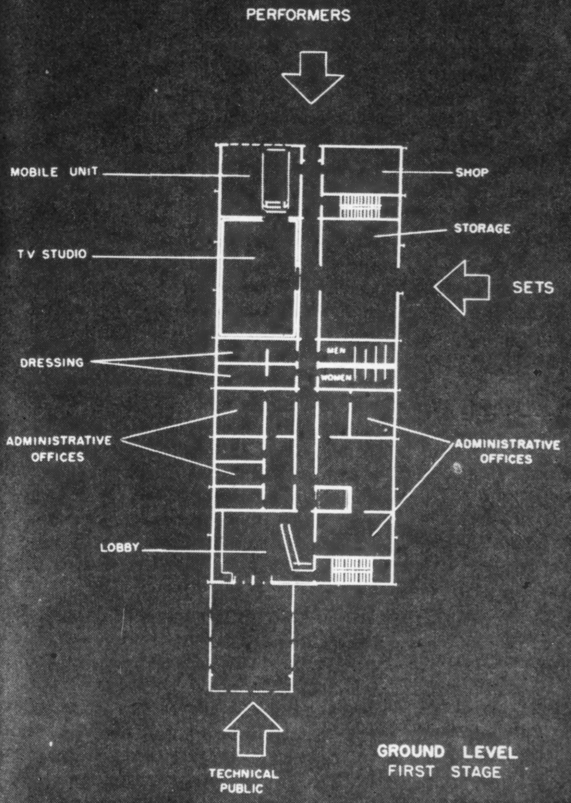
ROOF
UPPER LEVEL
FINAL STAGE


PERFORMERS
MOBILE UNIT
SHOP
STORAGE
TV STUDIO
SETS
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ADMINISTRATIVE OFFICES
ADMINISTRATIVE OFFICES
LOBBY
TECHNICAL PUBLIC
GROUND LEVEL
FIRST STAGE

BINAURAL BROADCASTING:

RADIO'S VERSION OF 3-D

CARL E. GEORGE, general manager of WGAR-AM-FM Cleveland, listens to a binaural demonstration. With Mr. George is WGAR's Hal Morgan, who has been using binaural broadcasts to call attention to his 10:30 p.m. to 1:00 a.m. *Pop Concert*. Several radio stations in major markets have experimented with dual-channel broadcasts over the past year.

TWO-DIMENSIONAL musical programs combining AM and FM channels haven't approached the gold-rush proportions of movieland's three-dimensional craze, but the binaural broadcasting race may not be far off.

During the past year, several AM-FM outlets have effectively pioneered binaural, or stereophonic, broadcasts for enchanted audiences. Dual-channel broadcasts are bringing listeners the "presence" of live orchestras in their living rooms—and the listeners love it. Binaural broadcasts are not only delighting high-fidelity enthusiasts. They have captured the fancy of a startled audience that senses something new is taking hold in radio.

Classical music, two-dimensionally transmitted both live and tape-recorded, benefits most from dual-channel reproduction. Pop-concert and classical-music lovers are most appreciative of the realistic depth re-created by joint AM and FM broadcasts, but popular-music fans are also destined to enjoy two-dimensional thrills, as soon as recordings are available in quantities.

Chicago's Magnecord Inc. has arranged for a binaural library, using Mercury Recording Co. artists. This literature, expected to be released at the 1953 NARTB convention in Los Angeles, will not be available, however, until cleared by the American Federation of Musicians.

AFM President James Caesar Petrillo is holding up binaural recordings until his executive committee determines whether it is necessary to charge a double recording fee for dual-channel tapes.

Cook Recording Co. of New York has assembled a library of 12 binaural records, played on standard turntables equipped with dual-playing arms and dual channels. This material already has been purchased and broadcast by some radio stations.

Both popular and classical music have been played on binaural experiments conducted on WJR-AM-FM Detroit, WGN-AM-FM Chicago, WGAR-AM-FM Cleveland, WQXR-AM-FM New York, WCAE-AM-FM Pittsburgh, and WASH-FM and WGMS (FM) Washington.

Current experiments on AM and FM channels have touched off a much more vigorous response than exploratory efforts in the twenties and thirties. Although the growth of FM radio has been arrested by television's noisy arrival, set saturation is high enough in most metropolitan areas to give two-dimensional broadcasting a secure bridgehead.

To effectively receive dual-channel signals, listeners must set up both AM and FM radio sets about 10 feet apart. Best results are achieved by sitting about 10 feet away from the speakers, equidistant from the two radios.

Because baseball's Bill Veeck put the Cleveland Indians games on FM radio in 1947, FM set saturation in the Northern Ohio area is above average. For this reason, radio stations WGAR-AM-FM have attracted listeners with especially penetrating and successful binaural programming.

Promoting Radio

Primarily for pioneering tape-recorded two-dimensional broadcasts in the northern Ohio area, WGAR was designated Cleveland's No. 1 station for promotion of radio-as-a-medium for 1952. The station has since broadcast a live concert by the Baldwin-Wallace band and has scheduled future binaural programs, both live and taped. Sound in three dimensions has helped WGAR establish its new FM station, licensed just last spring.

Two-dimensional reproduction serves the worth-while purposes of (1) getting people to talk about the marvelous things that radio can do, (2) getting people to buy FM radios and (3) giving listeners something they aren't yet receiving from television stations.

Mail response to WGAR-AM-FM's special broadcasts, publicized thoroughly both in newspapers and on-the-air announcements, has been extremely encouraging. Typical responses laud WGAR for bringing listeners right into the hall with the symphony orchestras.

Live binaural, or stereophonic, reproduction is accomplished by establishing two completely independent channels from pick-up points to speakers of AM and FM radios. Ideal, highly-effective binaural listening is achieved only with the use of earphones. Stereophonic reproductions received by placing AM and FM radios about 10 feet apart are fully satisfactory, however, to reveal the impressive qualities of dual broadcasts.

Characteristic of encouraging letters received by WGAR is the following from a Cleveland listener:

"Your initial broadcast of binaural sound was a tremendous success from my viewpoint. I have been at Cleveland's Severance Hall to attend concerts many times. Being a music lover, I attempt to listen to musical programs such as the New York Philharmonic broadcasts. Your reproduction placed me in the front row at the symphony hall. The sound seemed to radiate in all directions instead of coming from a central source as in the case of conventional broadcasting. I hope it is repeated soon with other orchestras as subjects. Binaural broadcasts should be to radio what three-dimensional pictures are to the movies."

WGAR's dual-channel pickup of the Baldwin-Wallace band concert was made by two RCA 44-B microphones placed 6 feet apart 15 feet above the first-row seats. More realistic results are to be accomplished by suspending microphones over the middle of the hall. Getting too close to the musicians is like seating listeners in scarce front-row

PULLING POWER

TO SAY that "the best things are free" is one way of describing *Farmers Breakfast Program,* which still is going strong on WRNO Orangeburg, S. C., after six years. On the program, farmers, farm women and householders may "buy, sell or swap" anything they wish free of charge.

A sample of the WRNO program's stature and potency is attested to in the following letter received at the station from J. D. Way, RFD 2, Orangeburg:

"I just want to tell you that I sold those mules that I advertised on the *Farmers Breakfast Program.*

"I made three sales, one to Mack Owens who lives next door to me, one to a Mr. Burris at Elloree and one to Prof. Lewis at State College.

"The funny thing about it is that I had just spent money to advertise the mules in the paper for three days and didn't get a bite.

"I sold them on WRNO at no cost to me after I had failed to move them with the paper. Thanks for the service."

The baddies never ride white horses

It's all so easy in the Westerns. The bad guys always ride dark horses; the hero or his pal rides white. You can tell good from bad way down the canyon.

Not so easy are the real problems the kids grow up to meet. Danger may ride the white horse, and even do the singing round the campfire.

Like the people who try to push America into socialism. The things they propose, they say, are "to protect the people" or are "benefits only government can provide."

But you can spot the marks of socialism if you listen closely. The clues are these words: *"the federal government should own and run"* or *"the government should take over"* or *"government can do it better and cheaper."*

Those are the sure signs of socialism. History proves it in country after country in Europe and Asia. In the last 2 or 3 years, millions of Americans have recognized the threat right here in the U. S.

For socialistic ideas have spread alarmingly here. And the ways to stop socialism are to recognize it — to help your children and friends understand its dangers — to help your representatives in government resist its pressures — whether it's riding a dark horse or a white one.

• • •

One socialistic development in America is federal government electric power. It has grown to a multi-billion-dollar giant because people did not recognize it as socialism until recently. That's why this message is brought to you by more than a hundred independent ELECTRIC LIGHT AND POWER COMPANIES OF AMERICA*.

*Names on request from this magazine

"MEET CORLISS ARCHER"—ABC—Fridays—9:30 P.M., Eastern Time
"YOU ARE THERE"—CBS television—witness history's great events

merCHAINdising
GETS RESULTS!
THEY EYE IT—BUY IT;
it's right up our alley!

says Russell Fulton
Cleveland Manager
7-Up Bottling Co.

7up
All-Family Drink!

"Your merCHAINdising program was right up our alley. It sold more 7-Up and helped create a finer relationship with our outlets."

Russell H. Fulton

WGAR Does the job!

Here's a powerful medium in a powerful market . . . a combination that means extra sales through the MerCHAINdising Plan.

MORE PEOPLE (4½ million market)
MORE JOBS (651,000—new high)
MORE MONEY ($7 billion income)

means more potential for you to reach through WGAR—

MORE LISTENERS
MORE QUICKLY
MORE EFFECTIVELY

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
Eastern Office: at
655 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

seats, where they hear unaccustomed sounds such as bows scraping on fiddles. Following are also a few other precautions that WGAR-AM-FM has learned to observe when setting up binaural programs:

1. Make broadcasts long enough to justify listeners going to the trouble of setting up AM and FM radios.
2. Make certain pickup microphones are far enough apart to get full stereophonic effect.
3. Stick to primarily live musical groups of more than six pieces for dual-channel broadcasts. Smaller groups come over satisfactorily but the medium is best suited to large dance, pop concert, or symphonic bands.
4. Broadcast binaurally early enough in the evening to reach all possible AM listeners with FM sets.
5. Demonstrate two-dimensional listening for newspaper representatives, so they may effectively explain it to readers in advance of broadcasts.
6. Merchandise two-dimensional sound by demonstrating it at public shows, by using it as service club talk subject, by plenty of pre-broadcast on-the-air promotion, and by sending out explanatory mailing pieces to prospective listeners.

Tape-recorded music prepared by Magnecord Inc. served as program material for WGAR's first binaural program. Hal Morgan's semi-classical late-evening pop concert was used to introduce the material—selections by a Viennese symphony group and a U. S. Navy Band.

Sound effects recorded in three dimensions by Hank Schroeder of A-N-B Specialties Co. also were demonstrated. Taped sounds of a locomotive switching back and forth and a ping pong ball bouncing to and fro illustrated the moving quality of stereophonic broadcasts.

"That locomotive tore up my living-room rug," an enthusiastic listener wrote WGAR.

To help call attention to radio's 2-Ds, WGAR demonstrated binaural sound during Cleveland's 10-day sportsmen's show. More than 2,000 actually heard 2-D sound for the first time on earphones set up at the show.

Magnecord Inc. is producing special binaural equipment available to play and to record two-dimensional tapes. Several other sound-equipment firms, such as Ampex Co., are in production on binaural players and recorders.

Every community also has at least one small musical group available for live, dual-channel broadcasts. It may not be long before people are gathering in "listening parties" to hear radio sound off in two dimensions.

Mutual's 'Western Week'

MBS' 560 stations and a selected group of the network's sponsors will participate in MBS's annual "Western Week" celebration, scheduled May 10-16. Designed to spotlight Mutual's western programs, this promotional event will include a national contest to select a "Girl of the Golden West," special programming and numerous tie-ins with motion picture companies, book and publishing firms and "soft line" merchandise groups.

WWVA's Flower Shower

WWVA Wheeling, W. Va., was literally showered with flowers last week. The station reported that the Burkhart Nursery, Barnesville, Ohio, was so pleased with a series of spot announcements over WWVA promoting the sale of shrubs and landscaping plants that it decided to show its appreciation. The owner instructed the company's driver to make the 50-mile trip from Barnesville to Wheeling to deliver a big pot of tulips to WWVA "in appreciation of a job well done."

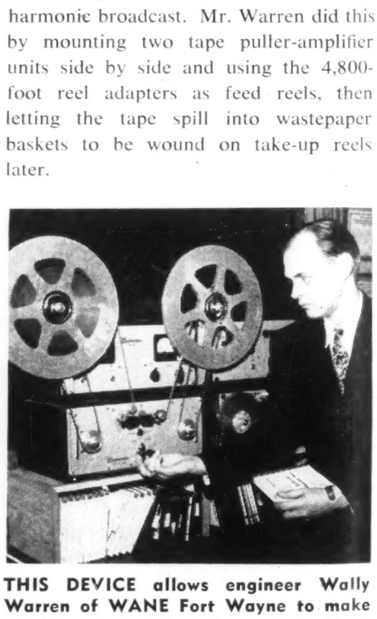
Modified Recorder Makes Two-Hour Tape

TWO HOURS of uninterrupted tape recording on a Magnecord can be made if you use the modification devised by Wally Warren, chief engineer of WANE Fort Wayne, Ind.

The setup uses 4,800-foot reels of magnetic tape with a modification of the 2,400-foot reel adapter available for the Magnecord. Instead of mounting the extension "ears" on the tape puller, as normally specified, Mr. Warren mounts them on the amplifier. All it takes are four spacer sleeves about one inch long, four No. 20, ¼- by 2-inch bolts, and two 36-inch neoprene drive belts.

The standard tape runs in perfect alignment with no speed change and no difficulty in pulling the 4,800-foot lengths, says Mr. Warren.

This method permitted WANE to record a two-hour broadcast of the North-South football game while at the same time airing a two-hour New York Philharmonic broadcast. Mr. Warren did this by mounting two tape puller-amplifier units side by side and using the 4,800-foot reel adapters as feed reels, then letting the tape spill into wastepaper baskets to be wound on take-up reels later.



THIS DEVICE allows engineer Wally Warren of WANE Fort Wayne to make two-hour, uninterrupted tape recordings. The modification accommodates 4,800 feet of standard magnetic tape; it requires only a few extra parts.

Agencies

Dan Seymour, Young & Rubicam, N. Y., appointed a vice president in charge of programming in radio-TV department.

Van Lear Woodward Jr. elected president of William von Zehle & Co., N. Y. **William von Zehle** appointed chairman of the board.

Courtney A. Crandall, copy chief, Harold Cabot & Co., Boston, elected vice president.

William C. Geoghegan, vice president, Compton Adv. Inc., to Sherman & Marquette Inc., N. Y., in same capacity.

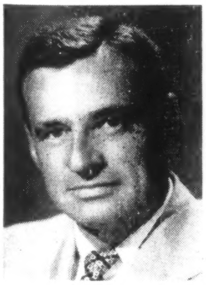
Mr. Geoghegan

Al Goldman, account executive, Whitman & Shoop, Pittsburgh, elected vice president. Firm name changes to **Goldman & Shoop Adv. Mary Lou Tardio** appointed director of radio-TV; **Ruth Hirschfield** appointed account executive: **Ann Kralik** and **Sue Davis** named head accountant and assistant in TV production department, respectively.

Reginald L. Dellow, formerly director of research for D. P. Brother & Co., Detroit, to The Allman Co., same city, as director of media and market research.

Melvin Van Lom, Richard G. Montgomery & Assoc., Portland, Ore., to West-Marquis Inc., that city, as account executive.

Maitland Jones, creative head, Hutchins Agency, N. Y., to Sullivan, Stauffer, Colwell & Bayles, N. Y., as vice president and copy executive.



Mr. Jones

Molly G. Armstrong, chief of professional copy division of Lee Ramsdell & Co., Phila., to Gray & Rogers, same city, as account executive.

Kathryn Hardig, TV director, Ralph H. Jones Agency, Cincinnati, appointed radio-TV director. **Ann Smith,** radio-TV timebuyer, named assistant radio-TV director.

Rita Kennedy and **Eula Reggin,** traffic department, promoted to radio-TV timebuyers. **Jeanne Friar** named film buyer.

C. Watts Wacker to D. P. Brother & Co., Detroit, as assistant to **Carl Georgi Jr.,** vice president and director of media.

Roy Lang, Foote, Cone & Belding, to W. E.

top station

According to the Dr. Forest L. Whan Survey of the Boston Trade and Distribution Area, New England TV families tune *most* to WBZ-TV. Here are the exact figures:

Station "Listened to Most"	Daytime	Nighttime
WBZ-TV	54.8%	52.4%
Station B	32.5%	37.3%
Station C	8.7%	7.1%

.. in an area that's tops in TV interest!

New England women really have eyes for television. So do their men and children! You can be sure of results when you use WBZ-TV to build your sales in a territory that devotes such a sizable slice of every day before the picture tube. Here's how Dr. Whan measures length-of-listenership:

NUMBER OF HOURS AVERAGE PERSON SPENDS WATCHING TV—DAILY
(in homes equipped with television)

	Average Woman Over 18	Average Man Over 18
Weekday	3.71 hours	2.62 hours
Saturday	4.14 hours	3.43 hours
Sunday	5.20 hours	4.61 hours

	Average Teen-ager 12-18	Average Child 4-11
Weekday	2.64 hours	2.45 hours
Saturday	4.28 hours	4.66 hours
Sunday	3.97 hours	4.14 hours

With the Whan report at your elbow, you can plan your New England advertising more effectively than ever before. Its 70 fact-filled pages tell you the station and the hour that are best for *your* purposes. If you don't have a copy, get in touch with WBZ-TV or NBC Spot Sales.

WBZ-TV BOSTON channel 4

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO
IN THE
Upper Midwest...

. . . always has been the best cost per thousand medium.

Today KSTP Radio is a better buy than ever before.

A dollar gets a lot more. Ask your Petry man.

KSTP
KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION

REPRESENTED
BY
EDWARD PETRY
and COMPANY

MINNEAPOLIS, ST. PAUL

Long Co., Chicago, on radio-TV staff, as assistant to **Edward C. Fritz Jr.**, radio-TV director.

Virginia Murphy, columnist, *Rapid City* (S. D.) *Daily Journal,* to Kelso Norman Adv., S. F., as publicity director.

Gordon L. Barnard Jr., sales representative, Park Cigaret Service Inc., S. F., to Wank & Wank, that city, as copywriter.

Leo E. Kirby, account executive with Ted Bates Agency to Biow Co., N. Y., as account supervisor on National Distillers. **John Schneider,** Kenyon & Eckhardt, to Biow as supervisor on Dunhill King Size cigarette account.

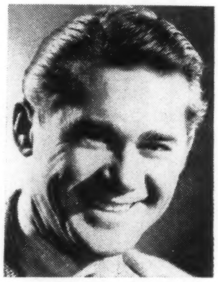
George Avis and **Sara L. Polack** named general partners in Azrael Adv., Baltimore.

Albert R. Bochrock to contact department of Gray & Rogers, Phila.

Donald E. Tomkins, formerly president of Tomkins & Weil Productions, N. Y., to Grant Adv., Chicago, as director of radio-TV.

Charles Swartz, formerly with Andrew S. Student Organization, publisher, to Rich Adv., Phila., which has relocated at 317 S. 18th St.

William L. Conner Jr. to Comstock & Co., Buffalo.



Mr. Tomkins

Harry B. Cohen Adv., N. Y., elected to membership in American Assn. of Advertising Agencies.

Robert Wulfhorst, timebuyer, Biow Co., N. Y., and **William Kammerer,** space buyer, Ruthrauff & Ryan, N. Y., to Kenyon & Eckhardt, N. Y., in similar positions.

Paul Parker Jr., N. Y., to Doherty, Clifford, Steers & Shenfield, N. Y., as art director.

Mary Montz and **Barbara Hotchkiss** to copy staff, Paris & Peart Adv., N. Y. **John Grubel** to agency as associate art director.

Richard C. Andrews appointed art and production director, W. Wallace Orr Inc., Phila.

Stations

Marty Hogan, commercial manager at WCFL Chicago, elected a vice president of station.

William T. Palmer, sales staff, WFML Washington, Ind., appointed commercial manager.

Robert Kochenthal, Katz Agency representation firm, rejoins sales staff of WPIX (TV) New York.

Earl J. Stanley to sales staff, WBT Charlotte, N. C., as head of local sales.

Marty McGeehan, formerly salesman at WCFL Chicago, to WJJD same city, on sales staff.

A. W. Talbot re-elected president of Cascade Bcstg. Co., Yakima, Wash., owner-operator of KIMA-AM-TV. Also retained in office and on board of directors were **R. Lee Black,** vice president and general manager, **Frank Mitchell,** treasurer, **James D. Rolfe,** secretary, and **Thomas C. Bostic,** vice-president in charge of KIMA-TV. Other board members are **R. W. Trenerry** and **Ralph Sundquist,** local businessmen.

Robert R. Blair appointed commercial manager, WDXE Lawrenceburg, Tenn.

Thomas F. Daisley, sales representative, WIS Columbia, S. C., appointed sales manager of WIS-TV.

William C. Lacey, film manager of WABD (TV) New York, named manager of WCBS-TV New York's film department, succeeding **David Savage** who joined NBC-TV as manager of film procurement.

Mr. Daisley

Joseph F. St. Georges of St. Georges & Keyes, N. Y., appointed promotion manager of WOR-TV New York.

Joe C. McDowell and **Hanson Dustin** added to sales staff, WFMY-TV Greensboro, N. C.

Joe Coffin, account executive, KLAC-TV Los Angeles, to KTLA (TV) same city, as director of sales development. **Albert Band** to latter station as TV director. **Bob Mohr,** station's talent director, promoted to sales manager, replacing **Harry Maynard,** now director of advertising, sales promotion, and client relations. **Bob Forbes** named director of commercial continuity.

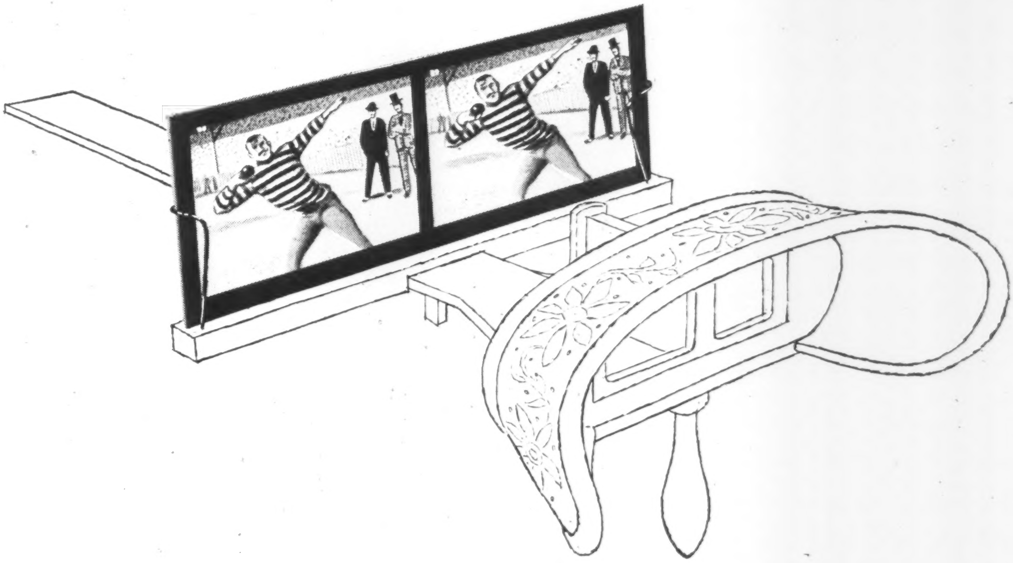
Hal Thompson, program director, KFJZ Ft. Worth, transfers to station's sales staff, replaced by **Hazel Riley.** **Jack Colby** to station's announcing and program departments.

Sarkes Tarzian, founder-owner, WTTS and WTTV (TV) Bloomington, Ind., elected president of Bloomington Chamber of Commerce.

Howard L. Chernoff, general manager, KFMB-AM-TV, elected president of American Cancer Society of San Diego County for 1953.

Kenneth R. Croes, part owner and program manager, KERO Bakersfield, Calif., elected to City Council.

Al Spokes, manager of WJOY Burlington, Vt.,



In one man's lifetime

When Dad was a boy, it was the stereoscope that made a hit in most parlors. But how the picture has changed since then!

Existing intercity television channels make it possible for live network programs to reach over 92 million people. The Bell System's nationwide network of television channels now totals more than 32,000 miles and interconnects over 120 television stations in 75 cities. Eight thousand miles of channels were added to the network in 1952 to meet the growing needs of the television industry.

Any way you measure it, providing intercity channels for the expanding television industry is a big job. Building the radio-relay and coaxial cable routes for television takes lots of time, special equipment and skill . . . and money.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

There are over
20,000
FARM FAMILIES
within a 50 mile
radius of the
QUAD-CITIES
•
YOU CAN REACH THEM
EFFECTIVELY WITH
WHBF RADIO

Les Johnson—V.P. and Gen. Mgr.

QUAD-CITIES
IOWA DAVENPORT EAST MOLINE ROCK ISLAND MOLINE ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

light
the
way...

. . . to extraordinary lighting effects
. . . at extraordinary savings! Rent
whatever you need in specialized display,
theatrical, studio and motion picture
equipment from Jack Frost! For finer
lighting . . . at fewer dollars . . .
for complete lighting service that
includes installation and removal
wherever you are . . .
you're headed the right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:
JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

elected president of Vermont State Junior Chamber of Commerce.

Red Hopps, assistant manager, CFRN Edmonton, named a director of newly formed Advertising & Sales Executives Club of Edmonton.

Johnny Sever appointed program director, WLWA (TV) Atlanta.

Andy Murphy, public relations director for Thor Corp., Chicago, to WBBM-AM-TV that city in public relations department as assistant to **Chuck Wiley.**

Al Vare named sports director, WIRE Chicago, succeeding **Tom Carnegie,** who has resigned.

Nick Basso appointed chief of news operations, WSAZ-AM-TV Huntington, W. Va.

Steve Powell, KCRD Enid, Okla., to announcing staff, KOTV (TV) Tulsa, Okla.

Joel Chandler, disc jockey with WFDF Flint, to WJOY Burlington, Vt., in same capacity.

Lou Fabian, announcer, WARC Rochester, N. Y., to announcing staff, WSYR Syracuse, N. Y.

James M. Trayhern, assistant TV producer, WHAM-TV Rochester, N. Y., promoted to executive producer replacing **John L. Crosby Jr.,** now executive producer, WFTL-TV Ft. Lauderdale, Fla.

Ed Boyd, farm director, KFJI Klamath Falls, Ore., adds duties as chief engineer. **Wayne Loerke** appointed co-farm director.

Maurine Nelson, formerly with script department, CBS Radio, Los Angeles, to KBTV (TV) Denver, as traffic manager, replacing **Beryl Swain,** who has resigned.

Reta Cuthbertson, announcer at CFRB Toronto, to women's division of Royal Canadian Air Force. **Joan Bailey,** formerly of Spence Caldwell Ltd., Toronto, to announcing staff of CFRB.

Robert R. Brown returns to WJLS Beckley, W. Va., as production manager, after service with U. S. Air Force.

Bob Mackey, WAYL Waycross, Ga., to WARN Ft. Pierce, Fla., as sports director.

Anthony S. Mammarella, WFIL-TV Philadelphia production department, appointed writer-packager for station.

Joan Kolberg named assistant promotion manager, WNAX Yankton, S. D.

Dan Gingold, floor manager and production assistant, KNXT (TV) Hollywood, promoted to staff director.

Shirley Yankoo, librarian at CKEY Toronto, to production staff of CKLB Oshawa.

J. D. Hodgson to KCOW Alliance, Neb., as announcer-operator.

Joe Sullivan, director, WBAL-TV Baltimore, father of twins, Patricia Hunt and Suzan Wynn, March 31.

Mac Childs, staff photographer, WSYR Syracuse, N. Y., and **Antoinette Perry** have announced their engagement.

Vance Harrison, salesman, WSYR Syracuse, father of boy, Vance, April 6.

E. D. Rivers Jr., owner of WEAS Decatur, WJIV Savannah, WGOV Valdosta, all Ga. and KWEM W. Memphis, Ark., father of boy, E. D. Rivers III.

Alan Fletcher, WNHC-TV New Haven staff announcer, father of boy, Alan Jr.

Joe Ayares, news staff, WTTM Trenton, N. J., father of girl, Linda Jean, April 1.

Networks

Bernard H. Pelzer Jr., manager of New York office of Edward Lamb Enterprises, radio-TV station representative, to ABC radio's sales department as account executive.

John G. Grant of CBS Radio's legal department, named station relations representative for CBS Radio.

Red Barber, CBS counselor on sports, presented with U. of Florida's Centennial Award for meritorious service to university and state of Florida.

Ernest Glucksman, producer-director, NBC-TV *Colgate Comedy Hour,* and **Judy Martin,** actress, were married in Los Angeles April 12.

Manufacturing

Gordon R. Rahmes appointed district sales manager for General Electric Co. replacement tubes in northern New Jersey and southern New York, excluding New York City and Long Island.

Karl H. Carstens appointed manager of dealer cooperative advertising, Magnavox Co., Ft. Wayne, Ind.

David J. Hopkins, director of sales and advertising of Emerson Radio & Phonograph Corp., N. Y., appointed chairman of radio-TV manufacturers and distributors division of 1953 April Cancer Crusade.

Services

Robert F. O'Brien, vice president, Ingalls-Miniter Co., Boston, forms **Robert F. O'Brien & Co.,** national advertising and sales consultant firm at 420 Boylston St., Boston, Mass.

Program Services

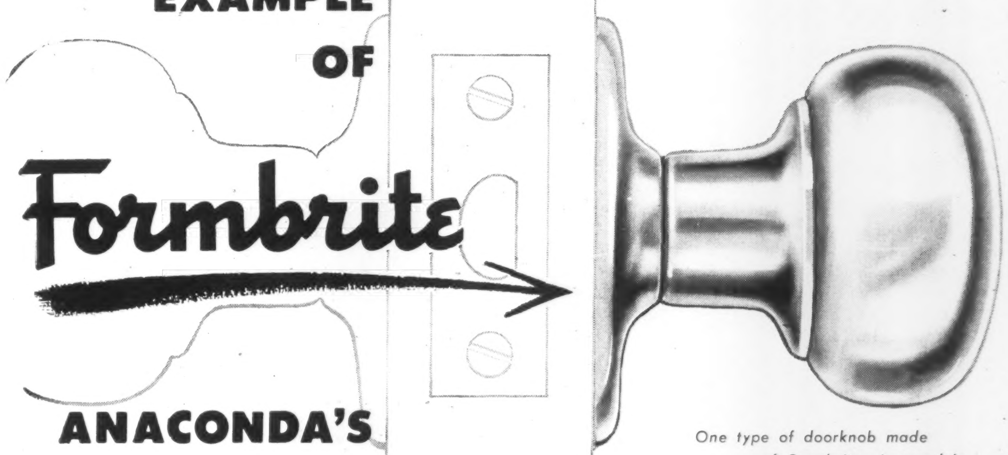
Robert M. Garretson, organist on KECA-TV Los Angeles *Ladies Matinee,* adds duties as music director of Jack Rourke Productions, Hollywood.

Helen Winston, motion picture actress, and **Bonnie Claire,** Hollywood publicist, to Hallmark Productions Inc., that city (program packagers), as district sales representatives, headquartered in L. A. and Chicago, respectively.

Don Appell to George F. Foley Inc., N. Y., radio-TV production and distribution firm, as associate producer and director of *Freedom Rings,* bi-weekly series sponsored by Westinghouse Electric Corp. over CBS-TV.

John Langlois, sales manager of Lang-Worth Feature Programs, N. Y., radio-TV program production firm, father of boy, James Kennedy, March 22.

HERE'S AN EXAMPLE OF



Formbrite

ANACONDA'S BETTER BRASS

for the metalworking industry

One type of doorknob made of Formbrite, Anaconda's new drawing brass that helps polish itself.

Formbrite*, a superior drawing brass, recently introduced by Anaconda's subsidiary, The American Brass Company, supplies the answer to a pressing problem in the metalworking industry. In the fabrication of countless stamped or drawn products, very often the most expensive operation is the finishing, which sometimes costs more than the metal itself.

To help its customers overcome this problem, The American Brass Company developed Formbrite, a metal with an exceptionally fine grain structure which provides a surface far superior to ordinary drawing brass. This superfine grain frequently permits savings up to 50% or more in finishing costs. In some cases only a simple "color buffing" is all that is needed. Formbrite, sold at no increase in price, is now well past the experimental stage. Millions of pounds have been made, sold and successfully fabricated by a wide range of manufacturers.

Formbrite is a result of Anaconda's constant work in metallurgical research and product development. Reflecting the same progressive spirit is Anaconda's company-wide program of improvement, modernization and expansion of existing facilities at its mines, mills and fabricating plants. This includes new mining projects in the United States and an immense new sulphide plant already producing additional copper in Chile . . . an aluminum reduction plant to be built in Montana . . . as well as extensive modernization in the mills of The American Brass Company. Through this program Anaconda is contributing significantly to the vital job of providing more metals and better metal products.

*Reg. U. S. Pat. Off.

For a copy of the new and interesting Publication B-39 on Formbrite Sheet, Strip and Wire write to The American Brass Company, General Offices, Waterbury 20, Conn.

ANACONDA
COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

53272A

'ARIZONA TOWN HALL'

DEBATES on timely subjects featuring leading public figures have been worked into a program series by KOY Phoenix. *Arizona Town Hall* is produced by Jack R. Williams, KOY program director and part-owner of the Arizona Network over which the program is aired. Series resulted from Mr. Williams' opinion that "when the nation's big-name personalities are too busy to come to our air, we'll bring the time and our microphones to them whenever they happen to be in the Southwest."

'MAKING OF A SLUM'

A DAILY series reporting on social conditions in New York's Cathedral Heights section is being aired on WCBS New York's *This Is New York* program Monday through Saturday, at 9-9:30 a.m. EST will continue for four weeks. Titled *The Making of a Slum*, the 24-part series will utilize the tape-recorded words of teen-agers, dope pushers, victims of muggings and more serious crimes, police, landlords, members of minority groups and community leaders. Each episode will occupy about six minutes of the half-hour show. Material for the program was gathered by Bill Leonard, who serves as narrator, and by reporter-writers Martin Weldon and Fred Freed.

Malenkov Doesn't Answer

AN ATTEMPT to talk via trans-Atlantic telephone with Soviet Premier Georgi Malenkov fell short, but interestingly so, when WPAC Patchogue, N. Y., staffers and an interpreter were connected with and interviewed a caretaker in the Moscow offices of Pravda.

Announcer Richard Hodkin and Program Director Stan Allan of WPAC planned to broadcast the premier's remarks over Mr. Hodkin's morning record show. They placed their call to the Kremlin, were diverted to Radio Moscow and then to the Pravda caretaker. It was late Saturday in Moscow; the caretaker was cleaning up.

Messrs. Hodkin and Allan talked with the man about weather in Moscow—it was cold and clear—and asked about Soviet leaders. On that subject the caretaker was cautious, but did express surprise that the Americans hadn't been able to get through to Malenkov. He suggested they try again after making arrangements by cable beforehand.

The WPAC team plans another try. It cost 45 U. S. dollars for the first.

FAR-REACHING PENNY

HOW much advertising can you buy for a penny? That query is being answered in a promotion piece being used by KDKA Pittsburgh which claims that that amount of money will purchase 12 homes "plus a considerable bonus of automobile and out-of-home audience" on one of KDKA's programs. A copper penny is glued to the piece to further drive home the station's point.

KSEL REPEATS SUCCESS STORY

PROMOTION folder built around a report appearing in the May 5, 1952, issue of B●T is being used by KSEL Lubbock, Tex. Figures point out that radio easily outpulled newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in St. Louis. Mailing piece was sent out to 200 KSEL local advertisers and prospective users of radio advertising.

WNAX BOOK IS HIT

FOR the fourth consecutive year, listeners of *Your Neighbor Lady* on WNAX Yankton, S. D., have over-subscribed to printing order of *Your Neighbor Lady Books*. Book is a compilation of the year's best pictures of hostess Wynn Speece's family, homemaking hints and favorite recipes. Station reports that the order given the printer was for 35,000 books.

WIP's FISH CONTEST

FOR the next 26 weeks, WIP Philadelphia will air a jingle contest on Mac McGuire's *Start the Day Right* show, program of music and news. Listeners are being told to make up a line for a jingle about Nordic Quick Frozen Fish with the first line starting "Nordic fish is simply great . . .". There will be one winner each day who will receive $5 and five pounds of the Nordic product.

CHAIN LIGHTNING ANNIVERSARY

WILLIAM DALLMANN, merchandising manager, WTAM Cleveland, has reported that the 5,000th product display for a station sponsor will go in Chain Lightning stores next week. This coincides with the first anniversary celebration of the station's Chain Lightning program which WTAM claims leads all other Cleveland radio and TV stations in merchandising service to advertisers.

WCCO Follows Murders

CRIME-BY-CRIME account of the four-state series of murders by Fred McManus, AWOL-Marine and son of a New York brewery executive, was given Northwest listeners by WCCO Minneapolis, the outlet reports.

The last McManus murder was at Spring Valley, Minn., and on that day WCCO radio news taped a special telephone account with the police chief there. Stew MacPherson used it on his 8:30 a.m. news show March 30. The next night WCCO taped another telephone account with police officials, this time of the killer's capture in Dubuque, Iowa. An hour later the station aired a quarter hour summary of the crime stories with an assist from the news chief of KDTH Dubuque.

The next morning WCCO was on the air with McManus' confession.

The cooperative news venture was carried further when WCCO sent its taped reports to WHAM Rochester, where the series of slayings began.

WPTF BROCHURE

FOUR-PAGE, two color brochure explaining the station's merchandising services has been distributed by WPTF Raleigh, N. C., to nearly 2,000 ad agencies and radio advertisers. Booklet points out that any advertiser contracting for $100 a week or more for a period of 13 weeks is entitled to the free merchandising service which includes personal calls for the client on more than 80 grocery and drug stores in the Raleigh-Durham area.

MYSTERY VOICE CONTEST

WZOB Ft. Payne, Ala., is running a "Mr. Electric" contest patterned after Ralph Edwards' "Miss Hush" contest of a few years ago. A local man is the mysterious "Mr. Electric." Each day on *Hillbilly Hits*, morning program, a record of his voice is played giving clues to his identity. Correct answer bearing the earliest postmark will win electrical items donated by local merchants and valued at more than $200.

NOON NEWS BULLETINS

PRINTED noon news bulletins are being put out in 15 restaurants in and around Ft. Pierce, Fla., by WARN in that city. Station reports that response from tourists and residents has been favorable. Copy prominently features the outlet's call letters, its number on the radio dial, current headlines and a weather report.

NEWSPAPER HERALDS WKNX-TV

FULL-PAGE, three color ad in the *Saginaw News* a fortnight ago announced that "The

THE LATEST
WCKY
STORY

ADVERTISERS USE NEWS ON WCKY

CINCINNATI'S TOP NEWS STATION

FOR TOP SALES RESULTS.

W·CKY
CINCINNATI

Real Thing Is Almost Here!" The "real thing" referred to WKNX-TV Saginaw which is scheduled to begin commercial operation shortly. Station will be the city's first TV outlet. Several feature articles appeared in the same issue of *Saginaw News* telling the WKNX story.

WFML's BASKETBALL SCHEDULE

BASKETBALL season was concluded March 21 at WFML Washington, Ind., with the broadcast of the Indiana and Illinois State Basketball Tournament. During the past season, station relates that it topped its own previous record by airing over 100 high school and college basketball contests.

WOR-TV's 'KNOT-HOLE GANG'

BLOCK of wood measuring 6½" x 7½" with a "knot-hole" in the center was sent to trade news editors and publicity organizations last week by WOR-TV New York as a reminder that Happy Felton's *Knot-Hole Gang* under sponsorship of the Bank of the Manhattan Co., was to return to the station last Saturday. Program is seen before each home game of the Brooklyn Dodgers [B•T, April 6].

VALUE OF TRAVEL ADVERTISING

VALUE of travel and resort advertising on WQXR New York is the theme of a new promotion piece for the station. Copy points out that last year its listeners spent over $101 million on vacations and that their traveling is "far more extensive" than that of people who don't listen to this "Good Music" station.

TV LIVING CHANGES

THREE-WAY promotion based on "Television Living's New Point of View" was recently carried out for a week by KTTV (TV) Hollywood, Hoffman Radio Corp., L. A., TV set manufacturers, and Barker Bros. furniture store. The station daily televised different displays in the store depicting a new concept of everyday living. Hoffman, in addition to featuring new sets throughout the store, had technical exhibits and demonstrations.

Salt Grass Trail

PAT FLAHERTY, KPRC-AM-TV Houston news director, and 200 Texans have completed a 70-mile chuck wagon ride along the Salt Grass Trail. Mr. Flaherty, mule skinner on the wagon for the second year, nailed down a foam rubber seat to ease the hard ride to the Houston Fat Stock and Rodeo Show from a "nearby" ranch.

Highlights of the trip were reported to station listeners and viewers. Mr. Flaherty's main task was to return with the flag of Gov. Alan Shivers, used traditionally in the show opening. Supervising the camp-out were Jack Harris, vice president and general manager of the stations; Charlie Giezendanner of the Gregory-Diezendanner agency, and Ralph Johnston, president of the show. They rode in an air-conditioned Cadillac.

DRUG STORE PROMOTION

OWL Drug Co., L. A., is winding up a three-weeks' seven-state advertising promotion "Out of This World Sale," in conjunction with ABC-TV *Space Patrol*. Firm's stores featured special sundaes, personal appearances by program's stars, spot announcements and posters. Agency is Milton Weinberg Adv. Co., L. A.

Demand Outdoes Supply

WBAL-TV Baltimore's *The Romper Room*, a 9-10 a.m. show aimed to the youngsters, now under sponsorship of Read Drugstores, mentioned to its viewers that it could get a toothbrush set just by sending in a card. Five days and 3,600 cards later Jean Moseley, who runs the show, was begging her audience to stop—the local supply of toothbrush sets was exhausted.

The Read chain took over *Romper Room* on a five-times-weekly, 39-week basis beginning April 6.

the WHLI long island story

More people listen to WHLI daytime in the Major Long Island Market than to any network station . . . or more than all other independent stations combined.*

WAY OUT IN FRONT
WHLI

LATEST SHARE OF AUDIENCE

	Morning	After-noon	Entire Survey
WHLI	29.1	28.2	28.8
Network "A"	23.2	21.4	22.0
Network "B"	14.6	20.0	17.7
Network "C"	13.0	11.6	12.2
Network "D"	10.8	7.5	8.9
All others	9.3	11.3	10.4

One station, WHLI, dominates the major Long Island Market

WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
PAUL GODOFSKY, President
the voice of long island

* Data: Conlan Study of Listening Habits Monday Thru Sunday 8 AM-5:30 PM Feb. 1953 . . . Hempstead, L. I., N. Y.

REPRESENTED BY RAMBEAU

OHIO RADIO-TV MEET CONVENES THIS WEEK

FCC Chmn. Walker, NBC commentator Henry Cassidy and 150 other experts will address the 23d annual Ohio State Institute for Education by Radio-TV; more than 1,000 persons are expected to attend.

THE 23d annual Ohio State Institute for Education by Radio-Television, which describes itself as the oldest conference of its kind in the nation, will convene this Thursday, April 16, in Columbus.

More than 1,000 broadcasters, educators and civic leaders are expected to attend the sessions.

I. Keith Tyler, director of the Institute, said nearly 150 experts will give talks or take part in discussions on educational broadcasting and telecasting in three general sessions and in more than 30 special interest meetings planned for the four-day Institute.

On the opening day agenda is the announcement of the IERT awards (see story, page 100).

Henry Cassidy, NBC commentator and foreign correspondent, will address the Institute Saturday night on "Communism Since the Death of Stalin." Other NBC participants at the Institute will be Edward Stanley, manager of public service programs, William Hodapp, producer of NBC-TV *American Inventory;* Richard Pack, director of programs and operations for WNBC-WNBT (TV) New York, and Betty Ross, assistant director, public affairs and education, NBC Central Division.

Paul A. Walker, FCC chairman, will deliver an address Saturday night on "The Role of Federal Regulation of Broadcasting in Our American Democracy."

Speaking at the opening general session Thursday evening on "Telecasting of Legislative Hearings" will be Dorothy Kenyon, attorney, former New York City magistrate and a member of the American Civil Liberties Union, and M. S. Novik, New York radio and television consultant.

"The Role of Educational Communications in Society" will be analyzed Friday evening at a session arranged by the National Assn. of Educational Broadcasters and presided over by NAEB President Graydon Ausmus.

"Supporting Educational Television" will be discussed at the closing general session on Sunday morning. Speakers will be Ted Leitzell, public relations director, Zenith Radio Corp. Chicago; George R. Craig, Pittsburgh attorney and active in Pittsburgh educational TV, and Edgar Dale, professor, Ohio State's bureau of educational research.

Floor discussion following talks at all three general sessions will be led by H. B. McCarty, executive director, State Radio Council, U. of Wisconsin.

KUHT-TV Houston Gets First Emerson Award

SELECTION of KUHT-TV Houston as the first noncommercial educational TV station in the U.S. to receive a $10,000 Emerson award was announced last Wednesday by Benjamin Abrams, president, Emerson Radio & Phonograph Corp.

KUHT-TV, scheduled to go on the air Thursday (April 16), is a joint venture of the U. of Houston and the Houston Independent School District. It will be managed by John C. Schwarzwalder, chairman of the university's radio-television department.

Mr. Abrams will make the presentation today (Monday) in Houston at a ceremony arranged by the university.

KUHT-TV is the first television station to comply with the conditions of the Emerson $100,000 educational television grant, announced last June by Mr. Abrams. It provides for a $10,000 award to each of the first 10 stations to begin broadcasting on channels allocated by FCC for noncommercial, educational purposes.

Formal approval of the station's application for an Emerson grant was made by a three-man committee consisting of Dr. James G. McDonald, former U. S. ambassador to Israel; Dr. Leonard Carmichael, secretary of the Smithsonian Institution, and Dr. Orestes H. Caldwell, former FCC Commissioner and now editorial director, Caldwell-Clements Inc.

Iowa Radio-TV Workshop

A TWO-DAY radio-TV workshop is scheduled by WOI-TV, Iowa State College, Ames, for Iowa broadcasters April 11-12. George Halsey, WOI-TV, and Bob Frank, WOC-TV Davenport, are co-chairmen for the workshop. It will be held in conjunction with the spring meeting of the Iowa Radio News Assn.

WASH. U. WILL SEEK EDUCATIONAL CH. 9

WASHINGTON U.'s board of regents has authorized application for educational Ch. 9 in Seattle. The plan calls for studios on the university campus with Seattle Public Schools providing space for transmitter, tower, antenna and related equipment.

Initial installation costs are estimated at about $320,000. Equipment valued at $185,000 has been offered by KING-TV Seattle and the Ford Foundation's Fund for Adult Education has promised to grant up to $150,000 on a matching basis.

Commenting on King Broadcasting Co.'s offer, Washington U.'s Vice President H. P. Everest said: "We are especially gratified at the encouragement we have received from KING-TV . . . Although opposition was expected from commercial stations, we found the contrary to be true."

Financial assistance and cooperation in programming would be available also from Seattle University, Seattle Pacific College, King County Public Schools and the Seattle Public Library.

In a local precedent breaking step, 70,000 school children in Seattle April 6 took home copies of a brochure asking parent support for the educational television station.

A fund appeal of this type has never been authorized before by the Seattle School System, according to educational TV spokesmen, except for polio and the Red Cross. The brochure is signed by the six educational institutions which would co-sponsor the proposed station.

Demand for 10,000 Trained TV Specialists Predicted

NEED for 10,000 new people in the TV industry by the end of 1953 was predicted by John Paul Goodwin, president, Southwest Film Productions Inc., as he addressed the Career Conference on Television and Radio at Oklahoma U.

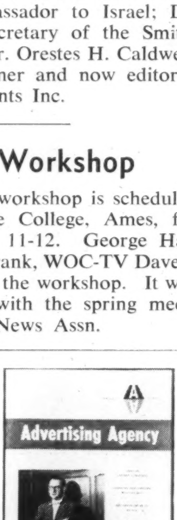
Mr. Goodwin cited the shortage of trained video personnel as "the most serious problem facing television today." He estimated that each TV outlet will need 50 people, at least 80% of them specially-trained, and that 25,000 people will have to be trained in the next three years to meet the demands of an assumed 600 stations in 1957.

Mr. Goodwin teaches radio-TV at Houston U.

Gospel Broadcast Certified

RADIO Gospel Fellowship of Denver, producers of the quarter-hour *Strength for the Day* radio program, reports that the State Dept.'s International Information Administration has certified the daily devotional broadcast. According to Al Salter, director, IIA stated that the morning program series heard in the U. S. and in many foreign countries, met requirements specified under a special United Nations agreement signed by 18 countries. Program consists of a Bible chapter reading, gospel hymn singing and organ music. The nonprofit organization also produces a weekly *Challenge to Youth* Evangelistic broadcast.

What's Our Line?



We don't pickle pig's feet in Mason jars, like someone you'd meet on the famous Radio-TV show. But we're unique, too:

Only Advertising Agency Magazine is edited exclusively for agency executives whose time-buying decisions affect you!

That's why our line, which charts our circulation in nearly every agency from coast to coast, has moved dramatically upward over the past four years. Advertising Agency Magazine has outstripped all other advertising publications. Investigate the business paper of your best prospects. Our line moves fastest . . . and highest!

Advertising Agency Magazine

48 West 38 St.
New York 18, N. Y.

'American Inventory' Series Renewed on NBC-TV

RENEWAL of the experimental adult education TV series, *American Inventory* (NBC-TV, Sun., 2-2:30 p.m. EST) for an additional 39 weeks was announced last week by the Alfred P. Sloan Foundation, which presents the program in cooperation with NBC-TV.

Describing plans for the coming cycle, Bill Hodapp, executive director of Teleprograms Inc. and producer of the series, said his staff would emphasize experimentation with new techniques both of presentation and of interpretation during the rest of the year. He said television is geared not only to "reporting superbly" but "to interpreting more dynamically than any other medium."

During the year, Mr. Hodapp said, *American Inventory* will attempt more "pilot" telecasts of programs in the public service field for possible commercial sponsorship; exploration of the entire field of agricultural TV: experimentation in the area of cartoon features on significant topics; additional stress on "community action" themes and increased use of "the suggestive historical approach," described as re-creating history by props rather than by elaborate settings.

Two More TV Channels Sought in Pennsylvania

TWO ADDITIONAL TV channels will be sought by Pennsylvania's State Committee on Educational Television, Gov. John S. Fine has announced. The state has been allocated four channels by FCC.

Appropriations totaling $1.5 million to construct the stations will be asked by the committee of the state legislature, Gov. Fine said. An appropriation of $850,000 to operate the stations for the 1953-55 biennium also will be asked. Cities where noncommercial, educational channels are allocated are Philadelphia, Erie, State College and Pittsburgh. FCC has not yet granted any educational TV permits in Pennsylvania.

WAAM Annual Fellowship

SECOND annual WAAM Television Fellowship for graduate study at Johns Hopkins U. is open to applicants engaged in video activities, according to the university. Fellowship is $4,500-6,000 dependent on family responsibilities of the winner, and is for a nine month period. Fellowship, set up last year by a WAAM (TV) Baltimore grant, is open to all professional TV personnel, men or women, from network or local stations, commercial or educational. Also eligible are persons in closely related fields. Applications, which must be filed by May 15, can be obtained from the chairman of the WAAM Fellowship Committee, Johns Hopkins U., Baltimore, Md. Fellow will be announced by June 15, with study to begin in September.

Chicago Educational TV

THE College of Jewish Studies last Wednesday joined in the drive for an educational TV station in Chicago, Dr. John T. Rettaliata, chairman of the Chicago Educational Television Council, has announced.

Accredited educational institutions may participate in sponsoring the station after contributing $500 to the fund-raising campaign, Dr. Rettaliata said. The outlet is planned for vhf Ch. 11. Sixteen organizations have joined the drive to date.

MILESTONES

► WHEN Frank M. Russell, who celebrates his 24th year as NBC vice president this week, looks back to his entry into the organization in 1929, he likes to observe that he was the network's youngest and highest paid vice president. After 24 years, this observation is somewhat modified. "Scoop," as everyone in Washington, D. C., calls him, says he now is the network's oldest and lowest paid vice president. He joined NBC in 1929 at the invitation of the late M. H. Aylesworth, first NBC president.

► DON McNEILL, toastmaster of *Breakfast Club* (ABC radio, Mon.-Fri., 9-10 a.m. EST), will celebrate his 25th year in radio this Friday with a special broadcast from Marquette U. in Milwaukee where Mr. McNeill began his radio career in 1928. On June 23 *Breakfast Club* marks its 20th consecutive year on the air.

► FAMILY WEEK programs offered by The Upper Room Radio Parish next month (May 3-10) will mark the eighth year the Methodist Church-supported organization has offered public service programs for the period. The Upper Room produces transcriptions for special occasions. Programs are on an interdenominational basis, and are broadcast by stations all over the U. S.

► PRESCOTT ROBINSON, WOR New York newscaster, marks his 12th anniversary with the station April 21. He currently is heard at 8 a.m. weekdays and 12:30-12:45 p.m. EST weekdays and Saturdays.

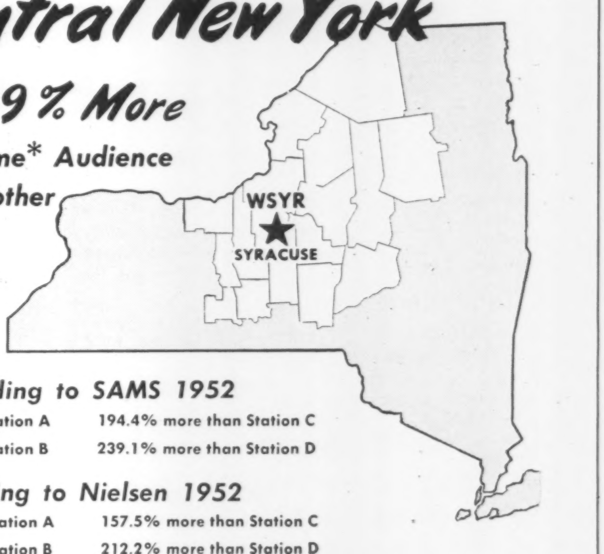
LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

Any way you look at it...

WSYR is FIRST in Central New York

Up to 239% More

Weekly Daytime* Audience Families than other local stations



According to SAMS 1952

29.8% more than Station A — 194.4% more than Station C
72.7% more than Station B — 239.1% more than Station D

According to Nielsen 1952

47.0% more than Station A — 157.5% more than Station C
55.0% more than Station B — 212.2% more than Station D

There it is — the leadership revealed by BMB in 1947 still continues. WSYR is your advertising buy in rich Central New York

**And the nighttime figures show approximately the same leadership*

WSYRACUSE 570 KC

WSYR-AM-FM-TV — the Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

CBC TV Cities May Get Privately-Owned Outlets

CANADA

CHANGE in Canadian policy on television was indicated in a statement by Dr. J. J. McCann, revenue minister, that privately-owned video stations soon may be authorized in cities where Canadian Broadcasting Corp. already has or plans outlets.

The policy shift was described as official response to a reported rising public opinion against government retardation of private TV development and to the forthcoming national election.

Speaking in Parliament March 30, Dr. McCann said that at the current rate of TV applications being received by CBC's board of governors, there soon may be enough national coverage to permit two or more stations in one area. CBC has recommended approval of applications by seven TV aspirants [B•T, April 6].

Dr. McCann, in what he said was a clarification of "misunderstandings," denied any government intent to create TV monopolies. A government announcement several months ago had indicated private TV stations in cities with CBC TV outlets might not be authorized for several years.

In cities where private stations now are being authorized, CBC later might decide to establish outlets, Dr. McCann said, adding CBC would base this consideration on the size of the market. As an alternative, CBC might buy out the independent station "at a fair price," he said.

Applications known to be filed are by CFCY Charlottetown, CFQC Saskatoon and CKCW Moncton. The Dept. of Transport also is processing applications for TV outlets at Newfoundland, Prince Edward Island, New Brunswick, Saskatchewan and Alberta, according to reports.

Hamilton TV Outlet Plans Early Independent Operation

CANADA

NIAGARA Television Ltd., Hamilton, Ont., expects to be on the air by Christmas. Ken Soble, general manager, claimed it would be one of the first Canadian independent TV stations established.

Earlier, CFPL London, Ont., recommended for a TV license on Ch. 10, announced via Walter J. Blackburn, president, that the station could be operating by November. Niagara Television's planned station and CFPL's TV operation are among seven independent vhf applications approved by CBC's board of governors and tentatively approved by the Dept. of Transport, which grants licenses [B•T, April 6].

The Hamilton station, to be operated jointly on Ch. 13 by CKOC CHML CJSH-FM Hamilton, expects to begin with seven-hour weekday and 11-hour Sunday programming, eventually expanding to 18 hours daily.

CFPL London, recommended for Ch. 10, plans $150,000 TV studios, with one story and a basement 76 by 114 feet, and a second story 30 by 52 feet.

CBC Board Okays New AM, Power Boost, Transfers

A NEW AM station at Ville St. Georges, Que., power increase for CFRA Ottawa, and several share transfers marked the March 26-28 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa.

CANADA

Radio Beauce Inc. has been recommended for a 250 w station on 1400 kc at Ville St. Georges, near the Maine-Quebec boundary. The board deferred applications for new stations at Chicoutimi and St. Joseph d'Alma, in the Saguenay-Lake St. John area of northern Quebec province. Deferred also were power increases for CHRL Roberval, from 250 w to 1 kw, and to CKRD Red Deer, from 250 w on 1230 kc to 1 kw on 850 kc.

CFRA Ottawa was granted a power increase from 1 kw on 560 kc to 5 kw on the same frequency.

CJQC Quebec, formerly CJNT, was recommended for transfer of control from Goodwill Broadcasters of Quebec Inc. to Peter Nesbitt Thomson. Share transfers also were approved for CJOR Vancouver, CFAB Windsor and affiliated CKEN Kentville, CJAD Montreal, CHRL Roberval, CKSB St. Boniface, CHFA Edmonton, CKSO Sudbury, and CJFX Antigonish.

Czech TV Station Reported

EUROPE

CZECHOSLOVAKIA has completed its first TV station, it was reported last week. The Communist country claimed on its Prague radio that the station was built in five months at the Telsa plant on the outskirts of the Czech capital city. There was no announcement on start of operation.

GATES

QUINCY, ILLINOIS.

YOUR ONE SOURCE FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
HOUSTON, TEXAS . . . . TEL. ATWOOD 8536
WASHINGTON, D. C. . . TEL. METROPOLITAN 8-0522
MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . TEL. MURRAY HILL 9-0200

RADIO-TV SHARE IN SDX HONORS

Sigma Delta Chi awards go to Utley, the Jones twins, the TV networks, and two stations.

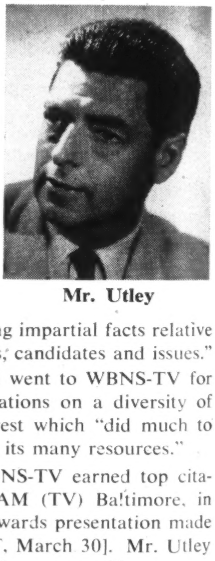
THREE radio-TV newsmen, two stations and four networks came in for honors when Sigma Delta Chi, national journalism fraternity last week announced its annual distinguished service awards.

The radio-TV winners are: Charles and Eugene Jones, NBC, cited for radio and television reporting; Clifton Utley, WMAQ Chicago and NBC, for radio newswriting; WMT Cedar Rapids, Iowa, for public service in radio journalism; WBNS-TV Columbus, Ohio, for public service in TV journalism, and ABC, CBS, DuMont and NBC for national political convention television coverage.

The Jones twins, 27-year-old roving NBC-TV news reporters and cameramen, won their award for authoritative and exclusive reporting of the Turkish-Russian frontier. They were the first newsmen to visit the restricted area, and were cited for having turned out a "complete, comprehensive and authoritative reporting job . . . at great personal discomfort and at times actual danger . . ." Their tele-documentary was presented on NBC's *Battle Report* April 20, 1952.

Clifton Utley's award came for his Oct. 19, 1952, broadcast devoted to the Iranian situation. Sigma Delta Chi's citation honored him with this description: "Mr. Utley is much more than a commentator and analyst. He is a philosopher."

WMT received honors for a series of broadcasts, *Politics Is Your Business*. The citation states that the public service series was "comprehensive and effective in disseminating impartial facts relative to our election methods, candidates and issues."



Mr. Utley

The television award went to WBNS-TV for having telecast presentations on a diversity of subjects of public interest which "did much to alert the community to its many resources."

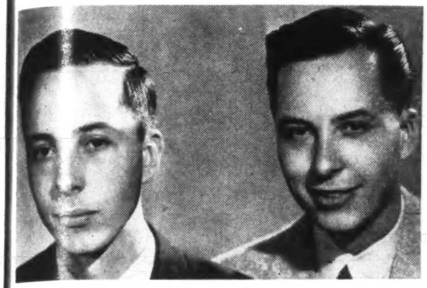
Both WMT and WBNS-TV earned top citations, along with WAAM (TV) Baltimore, in the Alfred I. duPont Awards presentation made earlier this Spring [B•T, March 30]. Mr. Utley won mention in the duPont competition.

The networks won their recognition after recording what the fraternity termed "a new chapter in journalistic history." Television broadcasts of the conventions were cited for comprehensive coverage, spectacular enterprise and impartial presentation.

Distinguished service award bronze medallions and accompanying plaques will be presented to winners May 25 at the Conrad Hilton Hotel, Chicago, at ceremonies being arranged by Sigma Delta Chi. Judges for the awards were 46 journalists and distinguished people from coast-to-coast.

Other Sigma Delta Chi awards went to:

Chalmers M. Roberts, *Washington Post*, general reporting; Bill Davidson, *Collier's*, maga-



Charles and Eugene Jones
NBC-TV news reporters and cameramen

zine reporting; Virginius Dabney, Richmond, Va., *Times-Dispatch*, editorial writing; Cecil Jensen, *Chicago Daily News*, editorial cartooning; Clark R. Mollenhoff, Des Moines *Register* and *Tribune*, Minneapolis *Star* and *Tribune*, Washington correspondence; Ernest S. Pisko, *Christian Science Monitor*, foreign correspondence; Robert I. Wendlinger, *New York Mirror*, for news picture; Curtis D. MacDougall, Northwestern U., research about journalism; *The Wall Street Journal*, public service in newspaper journalism, and *Look* magazine, public service in magazine journalism.

Texts of the radio-TV citations follow:

CHARLES JONES & EUGENE JONES

For distinguished service in the field of Radio and Television Reporting, the Sigma Delta Chi award is made for 1952 to Charles and Eugene Jones, correspondents of the News and Special Events Division of the National Broadcasting Company for their tele-documentary of the Turkish-Russian frontier presented on "Battle Report" over NBC on April 20, 1952.

At a time when interest in this frontier was unusually high, Charles and Eugene Jones were the first foreign newsmen to visit this highly restricted area. At great personal discomfort and at times actual danger they went on patrols through the mountains, covered ski and cavalry maneuvers, interviewed numerous key persons from the president of Turkey to a soldier in a machine-gun pit overlooking Russia and in every way did a complete, comprehensive and authoritative reporting job exclusively for radio and television presentation.

CLIFTON UTLEY, WMAQ Chicago, NBC

For exceptional evaluation of current events the 1952 Sigma Delta Chi commendation for radio news writing is awarded to Clifton Utley of Chicago station WMAQ and the NBC network.

Mr. Utley is much more than a commentator and analyst. He is a philosopher. From his rich mental library of historical and political knowledge he infuses comprehensible *meaning* into those foreign affairs which have become domestic problems for Americans.

Cited particularly is his NBC broadcast of October 19, 1952, which was devoted to the grim alternatives of the Iranian dilemma. Perhaps no more complex subject could have been chosen. Perhaps no less complex mind could have threaded its labyrinthine implications so successfully.

WBNS-TV Columbus, Ohio

For distinguished public service in the field of TV journalism, the Sigma Delta Chi award for 1952 is made to Station WBNS-TV.

The diversity of the subjects of general public interest, their importance to the general public welfare, and the effectiveness of the programs, did much to alert the community to its many resources. This type of public service sets an example for all whose goal is to expand public knowledge and information.

WMT Cedar Rapids, Iowa

For distinguished public service in the field of radio journalism, the Sigma Delta Chi award for 1952 is made to radio station WMT.

The series of broadcasts, "Politics Is Your Business," predicated on the belief in the value of creating a public that is informed on political matters, was both comprehensive and effective in disseminating impartial facts relative to our election methods, candidates and issues. This type of public service is a credit to radio journalism.

ABC, CBS, DTN & NBC

Journalism is an ever-changing profession in which the true measure of progress is the manner in which its various fields take full advantage of new methods and new tools.

Although individual Sigma Delta Chi awards have been made for outstanding radio and television reporting and public service, further recognition is due the four networks which used television at the national political conventions to record a new chapter in journalistic history.

Their comprehensive coverage, their spectacular enterprise, their impartial presentation made a definite and vital contribution to public knowledge and welfare. For these reasons the American Broadcasting Company, the Columbia Broadcasting System, the DuMont Television Network and the National Broadcasting Company are awarded special Sigma Delta Chi citations in Television Reporting for 1952.

they came! they saw! they BOUGHT!

KELLY AND LAMB
Advertising Agency
897 HIGGS AVENUE
COLUMBUS 8, OHIO
KLondike 3583

Mr. Frank N. Jones
Account Executive WBNS-TV
33 North High Street
Columbus, Ohio

March 10, 1953.

100 Cars Sold In A Few Days!
The most successful new car presentation in 35 years!
Continued listing in the top 10 rated shows!

All this and more, Frank, can be truthfully said of the George Byers Sons 11 o'clock News program with Bill Pepper reporting.

Proven by the "Test of Time", Byers local news show has appeared uninterrupted on WBNS-TV across the board for two years and has successfully withstood the competition of 11 o'clock news shows on two other local stations.

Obviously, we could not have accomplished all this for our client without the wonderful cooperation of all departments of WBNS-TV. Film, slides, live studio, set changes and news pictures are all handled smoothly on this one camera show, and the station's promotion has been most gratifying.

Our sincere thanks and appreciation for helping to maintain such a consistent success story for our client, George Byers Sons. We always count on WBNS-TV for the best, and are never disappointed!

Sincerely,
Dorrit F. Williams
Dorrit F. Williams
Account Executive

WBNS-TV, the Nation's Number 1 Test Market Station.

WBNS-TV's competent coverage of over 274,000 homes assures you too, of sales impact such as is achieved on Byers program with Bill Pepper's nightly reports of last minute news.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

OHIO STATE ANNOUNCES RADIO PROGRAM AWARDS

Radio programs are judged by independent committees in various sections of the country. Both awards and honorable mentions for programs by large and small stations, networks and other organizations are included. TV awards will come later.

AWARDS and honorable mentions awarded to radio programs annually before the beginning of the Ohio State Institute for Education by Radio-Television (see story page 96) were released today (Monday).

Award-winning television programs are to be announced later this week.

The awards were made by committees in various parts of the U. S. Each judging center works independently and without knowledge of the selections made in other classes.

With the exception of "One-Time Broadcasts," all awards are given to program series, not to individual programs. Series were judged in 14 cooperating centers, one for each program class. Centers, coordinators, judges and summarizers are given following the lists of prize-winning series.

Group I. Programs Heard Nationally by Network or Transcription

CLASS 1—RELIGIOUS

FIRST AWARD. *The Ave Maria Hour*, to the Franciscan Friars of the Atonement, Garrison, N. Y., broadcast over WMCA New York and numerous other stations.

HONORABLE MENTION. *The Way of the Spirit*, to the Canadian Broadcasting Corp., broadcast over CBM Montreal and the CBC Network.

CLASS 2—AGRICULTURAL

FIRST AWARD. *The National Farm and Home Hour*, to NBC Chicago.

FIRST AWARD. *Summer Fallow*, to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

CLASS 3—WOMEN'S

NO AWARDS

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC

(but not straight music)

FIRST AWARD. *The Jeffersonian Heritage*, to the National Association of Educational Broadcasters, broadcast over the NAEB Tape Network.

HONORABLE MENTION. *Tales for the Hundred Thousand*, to the CBC, broadcast over CBM Montreal and the Trans-Canada network of CBC.

HONORABLE MENTION. *CBC Documentary Series*, to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *Return Journey*, to the CBC, broadcast over CJBC Toronto and the Dominion Network of CBC.

HONORABLE MENTION. *The People Act*, to the TV-Radio Workshop of the Fund for Adult Education, CBS and the National Committee for The People Act, New York.

CLASS 6—PRESENTING PUBLIC ISSUES

(forums, etc.)

FIRST AWARD. *Cross Section*, to the CBC, broadcast over CJBC Toronto and the Dominion Network of CBC.

CLASS 7—NEWS INTERPRETATION

(not straight reporting)

NO AWARDS

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

FIRST AWARD. *People Under Communism*, to the NAEB, broadcast over the NAEB Tape Network.

HONORABLE MENTION. *Canadian Primer*, to CBC International Service, Montreal, broadcast over the Overseas Network of CBC.

HONORABLE MENTION. *Report on Korea*, to the Voice of America, broadcast over VOA's short wave and relay stations to the Far East.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. "Her Majesty the Queen," to the CBC, broadcast over CBL Toronto and the Trans-Canada network of CBC.

HONORABLE MENTION. "Case History," to the National Institute of Mental Health in cooperation with NBC.

HONORABLE MENTION. "Statement of Account," to United Nations Radio, broadcast over numerous stations in the U. S. and abroad.

CLASS 10—CHILDREN'S

(for out-of-school listening)

NO AWARDS

CLASS 11—TEEN-AGERS'

(for out-of-school listening)

FIRST AWARD. *The American Trail*, to the Ladies Auxiliary of the Veterans of Foreign Wars of the U. S., Kansas City, Mo., broadcast at various times over numerous stations.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES

(approximately grades I-III)

NO AWARDS

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES

(approximately grades IV-VI)

NO AWARDS

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL

(approximately grades VII-XII)

NO AWARDS

Group II. Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations (5 to 50 kw)

CLASS 1—RELIGIOUS

FIRST AWARD. *Ask the Minister*, to the Texas Synod of the Presbyterian Church of the U. S. and Baylor U., Waco, Tex., broadcast over 15 Texas stations.

HONORABLE MENTION. *l'Histoire de Dieu—History of God*, to the Diocesan Bible Service and CKVL Verdun, Quebec.

HONORABLE MENTION. *Three Minutes With God*, to WGY Schenectady, N. Y.

CLASS 2—AGRICULTURAL

FIRST AWARD. *The Prairie Gardener*, to the CBC, broadcast over CBW Winnipeg and the Trans-Canada Prairie Network.

CLASS 3—WOMEN'S

FIRST AWARD. *Martha Deane Program*, to WOR New York.

HONORABLE MENTION. *Other People's Business With Alma Dettinger*, to WQXR New York.

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC

(but not straight music)

FIRST AWARD. *Tomorrow's Symphony*, to the Lowell Institute Cooperative Broadcasting Council and WGBH Boston.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *New World A'Coming*, to Public Service Div., WMCA New York.

HONORABLE MENTION. *Case History*, to WMBD Peoria, Ill.

CLASS 6—PRESENTING PUBLIC ISSUES

(forums, etc.)

FIRST AWARD. *America Goes to the Polls*, to WTIC Hartford, Conn.

HONORABLE MENTION. *Issues on Trial*, to Western Reserve U., Cleveland.

HONORABLE MENTION. *Indianapolis Forum*, to WIBC and the Indianapolis Jr. Chamber of Commerce.

HONORABLE MENTION. *Town Meeting in Canada*, to Town Meeting Ltd., broadcast over CJOR Vancouver, B. C.

CLASS 7—NEWS INTERPRETATION

(not straight reporting)

NO FIRST AWARD

HONORABLE MENTION. *News Report by Louis M. Lyons*, to the Lowell Institute Cooperative Broadcasting Council and WGBH Boston.

HONORABLE MENTION. *The Oak Ridge Story*, to WNOX Knoxville, Tenn.

SPECIAL CITATION. *News Analyses by Quincy Howe*, to WILL (U. of Illinois) Urbana.

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

FIRST AWARD. *Crusade for Freedom*, to WBT Charlotte, N. C., broadcast over WBT and numerous North Carolina stations.

HONORABLE MENTION. *London Calling*, to KPOJ Portland, Ore.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

FIRST AWARD. "The Longest Mile," to KOIN Portland, Ore.

HONORABLE MENTION. "Louis Braille," to WNYE (N. Y. C. Board of Education) New York.

HONORABLE MENTION. "They Are Never Free," to KFRE Fresno, Calif.

CLASS 10—CHILDREN'S

(for out-of-school listening)

FIRST AWARD. *Reading Is Fun*, to KGW in cooperation with Portland Jr. League and Library Assn. of Portland, Ore.

CLASS 11—TEEN-AGERS'

(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Young in the World*, to WBAL Baltimore, Md.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES

(approximately grades I-III)

FIRST AWARD. *Old Tales and New*, to Minnesota School of the Air and KUOM (U. of Minnesota) Minneapolis.

FIRST AWARD. *This Way to Storyland*, to WNYE (N. Y. C. Board of Education) New York.

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES

(approximately grades IV-VI)

FIRST AWARD. *Americans to Remember*, to WNYE (N. Y. C. Board of Education) New York.

HONORABLE MENTION. *The Magic Book*, to KMBC and KFRM in cooperation with Kansas City Public Schools.

HONORABLE MENTION. *Working Together*, to Dept. of Education of the Western Provinces and the CBC, broadcast over CBU Vancouver.

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL

(approximately grades VII-XII)

FIRST AWARD. *Radio Almanac*, to Wisconsin School of the Air, U. of Wisconsin, broadcast over WHA Madison and Wisconsin State FM Network.

HONORABLE MENTION. *Say It in Spanish*, to WNYE (N. Y. C. Board of Education), New York.

HONORABLE MENTION. *A Name to Remember*, to Broadcasting Service, U. of Michigan broadcast over WUOM Ann Arbor and distributed by tape to stations in Michigan.

Group III. Local Organizations and Local Stations (less than 5 kw)

CLASS 1—RELIGIOUS

NO AWARDS

CLASS 2—AGRICULTURAL

NO AWARDS

CLASS 3—WOMEN'S

NO FIRST AWARD

HONORABLE MENTION. *Let's Go Shopping*, to Extension Service, New Mexico A and M College, N. M., broadcast over KOBE Las Cruces, N. M.

CLASS 4—CULTURAL: ART, SCIENCE, LITERATURE and MUSIC

(but not straight music)

FIRST AWARD. *Radio Guild Laboratory Theatre*, to the Radio Guild, U. of Michigan, broadcast over WUOM Ann Arbor.

SPECIAL CITATION. *WNYC Thirteenth Annual American Music Festival*, to WNYC (Municipal Broadcasting System) New York.

CLASS 5—DEALING WITH PERSONAL and SOCIAL PROBLEMS

FIRST AWARD. *Polio Primer*, to Radio House, U. of Texas, broadcast over KTBC Austin.

HONORABLE MENTION. *The People Speak*, to KOAT Albuquerque, N. M.

CLASS 6—PRESENTING PUBLIC ISSUES

(forums, etc.)

NO FIRST AWARD

HONORABLE MENTION. *Spadework for Democracy*, to Radio House, the U. of Texas, broadcast over KVET Austin.

HONORABLE MENTION. *Campus Press Conference*, to WNYC (Municipal Broadcasting System) New York.

CLASS 7—NEWS INTERPRETATION

(not straight reporting)

NO AWARDS

CLASS 8—FURTHERING INTERNATIONAL UNDERSTANDING

NO FIRST AWARD

HONORABLE MENTION. *Background for Peace and War*, to KSVC Richfield, Utah.

CLASS 9—SPECIAL ONE-TIME BROADCASTS

NO AWARDS

CLASS 10—CHILDREN'S

(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Candy Cane Lane*, to KUSD (U. of South Dakota) Vermillion.

CLASS 11—TEEN-AGERS'

(for out-of-school listening)

NO FIRST AWARD

HONORABLE MENTION. *Youth Talks It Over*, to WNYC (Municipal Broadcasting System) New York.

HONORABLE MENTION. *Voice of the Campus*, to Indiana U., broadcast over WTTS and WFIU Bloomington, Ind.

CLASS 12—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN PRIMARY GRADES

(approximately grades I-III)

FIRST AWARD. *Fun With Speech*, to South Dakota School of the Air and KUSD (U. of South Dakota) Vermillion.

CLASS 13—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN INTERMEDIATE GRADES

(approximately grades IV-VI)

NO AWARDS

CLASS 14—DESIGNED FOR IN-SCHOOL USE BY PUPILS IN JUNIOR and/or SENIOR HIGH SCHOOL

(approximately grades VII-XII)

NO AWARDS

B•T CITED FOR VOTE DRIVE SUPPORT

American Heritage Foundation, creating a special award, pays tribute to this publication for its role in the foundation's successful effort to get out the vote.

SPECIAL award has been granted BROADCASTING • TELECASTING by the American Heritage Foundation for the radio-TV news magazine's "outstanding leadership and performance" in support of the foundation's 1952 National Non-Partisan Register and Vote campaign.

C. M. Vandeburg, foundation executive director, said the special award to B•T was unanimous after the Foundation's Awards Committee, under the chairmanship of Charles E. Wilson, formerly of General Electric, examined reports and documentary evidence submitted by more than 15,000 entries.

Earlier Awards

NARTB and the Advertising Council led a list of 23 national organizations which won top awards in the "Register and Vote" competition. These awards were announced earlier this year [B•T, March 9].

According to the foundation, some 53 national organizations worked together on the campaign from June to November 1952. The campaign had as its objective the increasing of registration and voting at the polls. The foundation claims 11,727,549 more people voted in the national elections last fall—more than 75 million registering and more than 61 million voting.

The award to B•T is in recognition of "outstanding achievement in behalf of better citizenship," according to the foundation.

On the board of trustees, American Heritage Foundation, are Winthrop W. Aldrich, William D. Askren, Barney Balaban, Chester I. Barnard, Don Belding, James G. Blaine, Harold W. Brightman, Thomas D'A. Brophy, Leo Burnett, Norman Chandler, Tom C. Clark, Henry Corbett and John Cowles.

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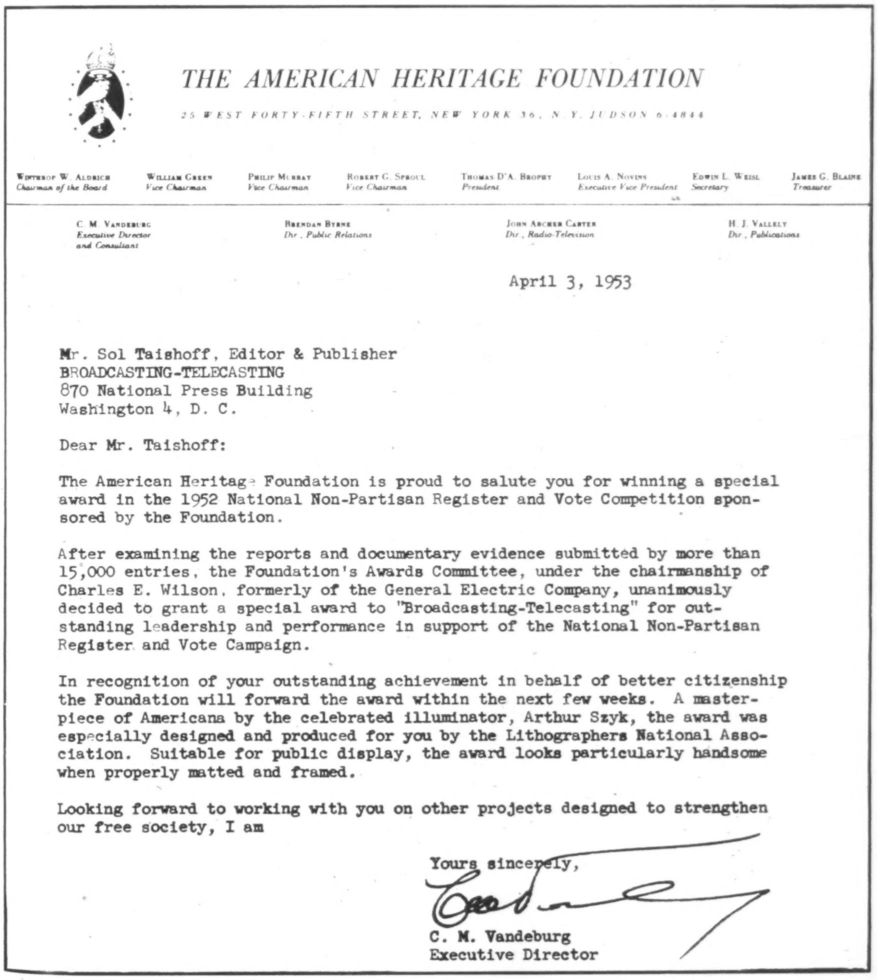

THE AMERICAN HERITAGE FOUNDATION

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April 3, 1953

Mr. Sol Taishoff, Editor & Publisher
BROADCASTING-TELECASTING
870 National Press Building
Washington 4, D. C.

Dear Mr. Taishoff:

The American Heritage Foundation is proud to salute you for winning a special award in the 1952 National Non-Partisan Register and Vote Competition sponsored by the Foundation.

After examining the reports and documentary evidence submitted by more than 15,000 entries, the Foundation's Awards Committee, under the chairmanship of Charles E. Wilson, formerly of the General Electric Company, unanimously decided to grant a special award to "Broadcasting-Telecasting" for outstanding leadership and performance in support of the National Non-Partisan Register and Vote Campaign.

In recognition of your outstanding achievement in behalf of better citizenship the Foundation will forward the award within the next few weeks. A masterpiece of Americana by the celebrated illuminator, Arthur Szyk, the award was especially designed and produced for you by the Lithographers National Association. Suitable for public display, the award looks particularly handsome when properly matted and framed.

Looking forward to working with you on other projects designed to strengthen our free society, I am

Yours sincerely,

C. M. Vandeburg
Executive Director

Radio-TV Stations Get NBFU Awards

KANS Wichita and WBZ-TV Boston were named Thursday as winners of the 1952 Gold Medal Awards of the National Board of Fire Underwriters. Each station will receive $500, medal's cash equivalent.

NBFU also announced honor award citations in radio for WNAX Yankton, S. D.; KMLB Monroe, La.; WSJS Winston-Salem, N. C., and WJPD Ishpeming, Mich.; and in television for KRLD-TV Dallas, WAAM (TV) Baltimore, and WFMY (TV) Greensboro, N. C.

In the newspaper field, the board announced that the daily Memphis *Commercial Appeal* and the weekly Oxford (B.) *Press* have been selected as Gold Medal Award winners.

NBFU presents the awards annually to the radio and press for outstanding public service in fire prevention and fire safety. Presentation takes place at civic functions in the recipients' communities.

In designating 1952 winners at a radio and press reception in New York Thursday, NBFU cited KANS for expanding its effective "red check mark" campaign to include business and radio and for the work of its news director, George Gow, both in that campaign and in preparing recorded spot announcements warning against Christmas fire hazards.

WBZ-TV, the first TV station to receive an NBFU award, was praised for "clever and original cartoons illustrating fire prevention in spot and station identification announcements; for scheduling fire safety films at top viewing periods and for integrating material into locally-originated live programs carefully chosen to reach the widest possible audience."

IN PUBLIC SERVICE

Delaware Stations Aid Cancer Drive

FOUR Wilmington, Del., radio stations will solicit funds for the Delaware Cancer Crusade. Plans, worked out by Gordon K. MacIntosh, general manager WTUX Wilmington and radio chairman of the crusade, provide for one station to emphasize the crusade for each of the next four weeks. During its week, the station will use its personalities and programs. Cooperating outlets, in addition to WTUX, are WAMS, WILM and WDEL. WDOV Dover, Del., and WJWL Georgetown, Del., also are cooperating. WDEL-TV Wilmington broadcast a question and answer program on cancer last week.

San Diego Blood Marathon

SIXTEEN-hour blood marathon on KFMB-TV San Diego March 26 broke all records for a community bloodmobile operation in San Diego County, according to the station. Staged in cooperation with the American Red Cross and San Diego Blood Bank, the marathon brought out 765 registrants and 498 pints of blood, exceeding by 214 pints the previous record, KFMB-TV said. The station went on the air two and a half hours earlier than usual.

WTVJ (TV) Assists Students

THE WTVJ (TV) Miami, Fla., news department is assisting Dade County public schools' political science teachers. Students watch highlights of the station's film coverage of the Florida state legislature over WTVJ's nightly newsreel. Ralph Renick, WTVJ's news director, and Jack Emley, news cameraman, cover the sessions at Tallahassee and air-express films to Miami. Dade County School

Cancer Spots Monitored

DAY and night radio and TV monitoring service being maintained for the American Cancer Society by Eastern Paralyzed Veterans Assn. was hailed by Mefford R. Runyon, ACS executive vice president, as "a fine demonstration of mutual cooperation between two voluntary health and welfare agencies." EPVA broadcast monitoring service, which is currently checking "fight cancer" messages on radio and TV, was organized by Harry A. Schweikert, organization's executive secretary, as part of its program of rehabilitating paraplegics. ACS, now engaged in its 1953 educational and fund raising campaign, has been promised strong support by all elements of the broadcasting industry—advertisers, agencies, talent, writers and producers—as well as radio and TV stations and networks.

Board estimates more than 2,000 students will take advantage of WTVJ's film coverage, the station said.

WISN Airs Issues

WISN Milwaukee aired announcements on issues to be voted on election day, April 7. Program Director Leslie F. Biebl prepared one-minute spots on the issues. They were aired on a saturation plan.

YOU GET INTO MORE MIDWEST HOMES
with
Lee STATIONS

kglo
MASON CITY, IOWA
1300 KC — 5000 Watts
Full Time, CBS
Affiliated with WTAD, Quincy, Illinois

WTAD
QUINCY, ILLINOIS
930 KC . . . 5000 Watts, day
. . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa

For availabilities, write:
Walter J. Rothschild,
National Sales Manager,
Lee Stations
Represented by Weed & Company

State of Georgia Radio & Television 1950 Census of Housing

(Also see story in *Facts & Figures* section)

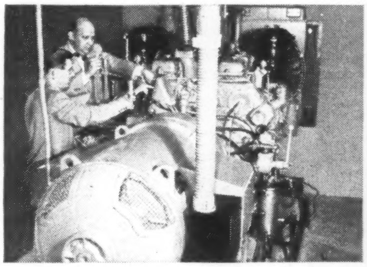
Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950 Number	With Radio 1950 Per Cent	
The State	3,444,578	876,710	793,315	90.5	4.2
SMA					
Atlanta	671,797	182,915	174,655	95.5	14.0
Augusta	162,013	42,060	37,835	90.0	0.8
Columbus	170,541	41,130	37,410	91.0	0.4
Macon	135,043	36,630	33,400	91.2	0.6
Savannah	151,481	42,425	39,360	92.8	0.4
URBANIZED AREAS					
Atlanta	507,887	141,240	134,895	95.5	14.4
Augusta	87,733	24,110	21,980	91.2	1.0
Columbus	118,485	32,365	30,370	93.8	0.3
Macon	93,499	26,610	24,390	91.7	0.6
Savannah	128,196	36,660	34,050	92.9	0.4
URBAN PLACES (10,000 or more)					
Albany	31,155	8,720	7,760	89.0	0.6
Americus	11,389	3,425	3,065	89.5	0.6
Athens	28,180	7,285	6,770	92.9	1.8
Atlanta	331,314	91,580	86,425	94.4	11.7
Augusta	71,508	19,770	17,800	90.0	1.0
Brunswick	17,954	4,820	4,385	91.0	0.5
College Park	14,535	4,155	4,015	96.6	14.8
Columbus	79,611	22,085	20,905	94.7	0.3
Dalton	15,968	4,545	4,325	95.2	2.4
Decatur	21,635	6,280	6,180	98.4	14.9
Dublin	10,232	3,035	2,710	89.3	0.7
East Point	21,080	6,235	5,990	96.1	17.1
Gainesville	11,936	3,335	3,120	93.6	6.7
Griffin	13,982	4,015	3,675	91.5	6.9
La Grange	25,025	6,630	5,935	89.5	0.3
Macon	70,252	20,385	18,490	90.7	0.6
Marietta	20,687	5,700	5,515	96.8	12.2
Midway-Hardwick (uninc.)	14,774	870	840	96.6	. . .
Moultrie	11,639	3,305	2,990	90.5	0.6
Rome	29,615	8,645	8,305	96.1	0.9
Savannah	119,638	34,390	31,980	93.0	0.4
Thomasville	14,424	4,095	3,605	88.0	0.5
Valdosta	20,046	5,425	4,875	89.9	0.5
Waycross	18,899	5,200	4,645	89.3	0.8
COUNTIES					
Appling	14,003	3,085	2,670	86.5	1.0
Atkinson	7,362	1,770	1,510	85.3	0.3
Bacon	8,940	2,150	1,890	87.9	0.5
Baker	5,952	1,295	1,045	80.7	0.4
Baldwin	29,706	4,505	3,975	88.2	0.8
Banks	6,935	1,710	1,545	90.4	0.9
Barrow	13,115	3,685	3,425	92.9	5.0
Bartow	27,370	6,935	6,405	92.4	4.1
Ben Hill	14,879	3,940	3,600	91.4	0.5
Berrien	13,966	3,335	3,000	90.0	0.6
Bibb	114,079	31,550	28,895	91.6	0.6
Bleckley	9,218	2,340	2,015	86.1	0.9
Brantley	6,387	1,515	1,275	84.2	1.0
Brooks	18,169	4,235	3,610	85.2	0.7
Bryan	5,965	1,450	1,235	85.2	1.0
Bulloch	24,740	5,810	5,160	88.8	0.5
Burke	23,458	5,980	4,280	71.6	0.7
Butts	9,079	2,235	2,025	90.6	4.0
Calhoun	8,578	2,240	1,740	77.7	0.5
Camden	7,322	1,820	1,550	85.2	1.7
Candler	8,063	1,935	1,680	86.8	0.6
Carroll	34,112	9,005	8,360	92.8	4.7
Catoosa	15,146	3,865	3,605	93.3	1.3
Charlton	4,821	1,125	960	85.3	2.7
Chatham	151,481	42,425	39,360	92.8	0.4
Chattahoochee	12,149	1,165	1,055	90.6	0.4
Chattooga	21,197	5,340	5,040	94.4	1.0
Cherokee	20,750	5,340	5,080	95.1	7.1
Clarke	36,550	9,440	8,715	92.3	2.0
Clay	5,844	1,425	1,120	78.6	0.4
Clayton	22,872	5,750	5,505	95.7	14.1
Clinch	6,007	1,520	1,240	81.6	0.7
Cobb	61,830	16,245	15,530	95.6	11.3
Coffee	23,961	5,585	4,920	88.1	0.3
Colquitt	33,999	8,400	7,590	90.4	2.3
Columbia	9,525	2,235	1,930	86.4	0.7
Cook	12,201	3,035	2,735	90.1	0.3
Coweta	27,786	7,320	6,650	90.8	3.8
Crawford	6,080	1,400	1,145	81.8	1.1
Crisp	17,663	4,600	3,995	86.8	0.3
Dade	7,364	1,250	1,585	90.6	0.6
Dawson	3,712	850	755	88.8	1.8
Decatur	23,620	6,000	5,160	86.0	0.4
DeKalb	136,395	37,650	36,795	97.7	17.6
Dodge	17,865	4,445	3,795	85.4	0.3
Dooly	14,159	3,400	2,890	85.0	0.6
Daugherty	43,617	11,470	10,030	87.4	0.4
Douglas	12,173	3,110	2,895	93.1	6.8
Early	17,413	4,065	3,260	80.2	0.5
Echols	2,494	610	520	85.2	1.6
Effingham	9,133	2,295	1,970	85.8	0.4
Elbert	18,585	4,590	4,200	91.5	4.8
Emanuel	19,789	5,050	4,300	85.1	0.8
Evans	6,653	1,465	1,315	89.8	1.0
Fanning	15,192	3,600	3,140	87.2	0.6
Fayette	7,978	1,946	1,765	91.0	6.2
Floyd	62,899	16,190	15,505	95.8	1.3
Forsyth	11,005	2,765	2,555	92.4	6.2
Franklin	14,446	3,555	3,265	91.8	1.8
Fulton	473,572	129,020	122,330	94.8	13.4
Gilmer	9,963	2,350	2,130	90.6	1.1
Glascock	3,579	875	785	89.7	0.6
Glynn	29,046	7,725	7,030	91.0	0.8
Gordon	18,922	4,880	4,555	93.3	0.9
Grady	18,928	4,600	4,060	88.3	0.1
Greene	12,843	3,240	2,795	86.3	0.9
Gwinnett	32,320	8,410	7,945	94.5	7.7
Habersham	16,553	4,240	3,935	92.8	1.7
Hall	40,113	10,370	9,725	93.8	5.0
Hancock	11,052	2,360	1,870	79.2	0.2
Haralson	14,663	3,690	3,430	93.0	4.8
Harris	11,265	2,675	2,195	82.1	0.6
Hart	14,495	3,515	3,245	92.3	1.3
Heard	6,975	1,650	1,450	87.9	1.2
Henry	15,857	3,745	3,350	89.5	4.3
Houston	20,964	5,080	4,505	88.7	0.7
Irwin	11,973	2,540	2,235	88.0	0.8
Jackson	18,997	4,920	4,465	90.8	1.6
Jasper	7,473	1,955	1,660	84.9	0.5
Jeff Davis	9,299	2,140	1,850	86.4	0.5
Jefferson	18,855	4,485	3,885	86.6	0.6
Jenkins	10,264	2,350	1,930	82.1	1.1
Johnson	9,893	2,515	2,140	85.1	0.2
Jones	7,538	1,835	1,595	86.9	0.0
Lamar	10,242	2,625	2,325	88.6	4.2
Lanier	5,151	1,210	1,015	83.9	0.8
Laurens	33,123	8,230	7,090	86.1	0.7
Lee	6,674	1,575	1,215	77.1	0.9
Liberty	8,444	1,980	1,625	82.1	0.0
Lincoln	6,462	1,410	1,225	86.9	1.1
Long	3,598	835	665	79.6	0.0
Lowndes	35,211	9,110	7,995	87.8	0.6
Lumpkin	6,574	1,445	1,250	86.5	0.7
McDuffie	11,443	2,935	2,610	88.9	0.3
McIntosh	6,008	1,620	1,430	88.3	1.5
Macon	14,213	3,410	2,790	81.8	0.9
Madison	12,238	2,990	2,675	89.5	1.0
Marion	6,521	1,510	1,210	80.1	1.0
Meriwether	21,055	5,100	4,230	82.9	2.3
Miller	9,023	2,315	1,955	84.4	2.4
Mitchell	22,528	5,305	4,445	83.8	0.3
Monroe	10,523	2,530	2,185	86.4	2.8
Montgomery	7,901	1,745	1,515	86.8	1.4
Morgan	11,899	3,070	2,490	81.1	2.0
Murray	10,676	2,465	2,220	90.1	0.6
Muscogee	118,028	30,290	28,590	94.4	0.3
Newton	20,185	5,295	4,885	92.3	6.2
Oconee	7,009	1,710	1,565	91.5	1.8
Oglethorpe	9,958	2,305	1,995	86.6	1.8
Paulding	11,752	2,945	2,755	93.5	3.9
Peach	11,705	2,930	2,400	81.9	0.0
Pickens	8,855	2,210	2,040	92.3	4.8
Pierce	11,112	2,580	2,120	82.2	0.4
Pike	8,459	2,040	1,775	87.0	1.2
Polk	30,976	7,585	6,995	92.2	3.0
Pulaski	8,808	2,115	1,740	82.3	0.5
Putnam	7,731	1,870	1,480	79.1	1.1
Quitman	3,015	620	510	82.3	1.6
Rabun	7,424	1,730	1,540	89.0	0.6
Randolph	13,804	3,410	2,660	78.0	0.7
Richmond	108,876	28,095	25,600	91.1	0.9
Rockdale	8,464	2,090	1,945	93.1	8.6
Schley	4,036	970	855	88.1	0.0
Screven	18,000	4,205	3,405	81.0	0.2
Seminole	7,904	1,920	1,660	86.5	3.7
Spalding	31,045	8,425	7,805	92.6	6.2
Stephens	16,647	4,195	3,965	94.5	1.1
Stewart	9,194	2,160	1,615	74.8	0.5
Sumter	24,208	6,290	5,425	86.2	0.6
Talbot	7,687	1,735	1,410	81.3	2.3
Taliaferro	4,515	1,125	880	78.2	0.0
Tattnall	15,939	3,445	3,015	87.5	0.7
Taylor	9,113	1,705	1,320	77.4	1.4
Telfair	13,221	3,130	2,750	87.9	0.6
Terrell	14,314	3,475	2,725	78.4	0.1
Thomas	33,932	8,715	7,610	87.3	0.5
Tift	22,645	5,835	5,140	88.1	0.3
Toombs	17,382	3,975	3,590	90.3	0.4
Towns	4,803	1,165	1,020	87.6	1.7
Treuttlen	6,522	1,525	1,375	90.2	0.3
Troup	49,841	12,960	11,475	88.5	0.7
Turner	10,479	2,605	2,275	87.3	1.2
Twiggs	8,308	1,865	1,515	81.2	1.1
Union	7,318	1,750	1,520	86.9	2.0
Upson	25,078	6,435	5,880	91.4	2.3
Walker	38,198	10,225	9,460	92.5	1.0
Walton	20,230	5,080	4,600	90.6	3.7
Ware	30,289	7,850	7,030	89.6	0.8
Warren	8,779	2,085	1,765	84.7	1.4
Washington	21,012	5,180	4,340	83.8	0.8
Wayne	14,248	3,345	2,860	85.5	0.4
Webster	4,081	935	735	78.6	1.6
Wheeler	6,712	1,550	1,355	87.4	0.7
White	5,951	1,445	1,310	90.7	2.1
Whitfield	34,432	8,990	8,535	94.9	1.6

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
Wilcox	10,167	2,450	2,075	84.7	0.2
Wilkes	12,388	3,045	2,485	81.6	0.3
Wilkinson	9,781	2,490	2,130	85.5	1.0
Worth	19,357	4,490	3,790	84.4	0.4

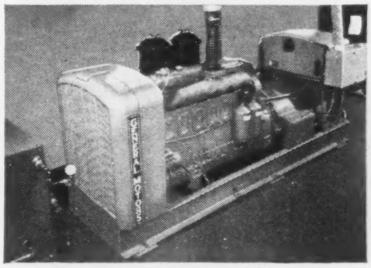
Radio & Television
1950 Census of Housing
State of Illinois

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
The State	8,712,176	2,537,050	2,472,320	97.4	18.8
S.M.A.					
Chicago	5,495,364	1,576,365	1,544,675	98.0	29.8
Davenport-Rock Island-Moline	234,256	67,675	66,605	98.4	4.3
Decatur	98,853	30,235	29,495	97.6	0.9
Peoria	250,512	73,155	71,540	97.8	0.8
Rockford	152,385	42,380	41,635	98.2	0.9
Springfield	131,484	40,000	39,115	97.8	1.0
URBANIZED AREAS					
Chicago	4,920,816	1,422,675	1,394,310	98.0	30.5
Decatur	73,713	22,855	22,300	97.6	0.9
Peoria	154,539	45,860	44,910	97.9	0.9
Rockford	122,226	33,850	33,230	98.2	0.9
Springfield	97,371	30,165	29,510	97.8	0.9
URBAN PLACES					
Alton	32,550	9,805	9,515	97.0	14.4
Aurora	50,576	15,140	14,915	98.5	20.4
Belleville	32,721	10,330	10,095	07.7	14.5
Berwyn	51,280	15,900	15,750	99.1	35.7
Bloomington	34,163	10,575	10,390	98.3	0.5
Blue Island	17,622	4,955	4,905	99.0	30.5
Brookfield	15,472	4,345	4,305	99.1	37.3
Cairo	12,123	3,850	3,400	88.3	1.3
Calumet City	15,799	4,635	4,515	97.4	35.3
Canton	11,927	4,050	3,960	97.8	0.6
Carbondale	10,921	2,990	2,880	96.3	1.2
Centralia	13,863	4,640	4,470	96.3	3.2
Champaign	39,563	9,810	9,670	98.6	0.6
Chicago	3,620,962	1,062,920	1,040,015	97.8	29.8
Chicago Heights	24,551	6,875	6,670	97.0	28.4
Cicero	67,544	20,305	20,030	98.6	36.5
Collinsville	11,862	3,595	3,520	97.9	13.8
Danville	37,864	12,140	11,845	97.6	0.7
Decatur	66,269	20,835	20,330	97.6	1.0
De Kalb	11,708	3,100	3,030	97.7	4.2
Des Plaines	14,994	4,135	4,085	98.8	37.5
Dixon	11,523	3,705	3,660	98.8	1.6
Downers Grove	11,886	3,400	3,365	99.0	29.3
East Moline	13,913	3,285	3,225	98.2	5.2
East St. Louis	82,295	25,240	23,700	93.9	13.1
Elgin	44,223	11,715	11,540	98.5	23.8
Elmhurst	21,273	5,975	5,905	98.8	29.9
Elmwood Park	18,801	5,170	5,150	99.6	47.3
Evanston	73,641	19,955	19,760	99.0	25.3
Evergreen Park	10,531	2,630	2,625	99.8	44.7
Forest Park	14,969	4,550	4,530	99.6	33.8
Freeport	22,467	6,985	6,875	98.4	0.8
Galesburg	31,425	9,960	9,760	98.0	2.7
Granite City	29,465	8,655	8,340	96.4	17.0
Harrisburg	10,999	3,635	3,460	95.2	0.6
Harvey	20,683	5,925	5,805	98.0	31.6
Highland Park	16,808	4,595	4,560	99.2	34.6
Jacksonville	20,387	5,100	4,915	96.4	1.1
Joliet	51,601	14,980	14,680	98.0	15.0
Kankakee	25,856	7,800	7,610	97.6	5.8
Kewanee	16,821	5,335	5,215	97.8	2.9
La Grange	12,002	3,335	3,330	99.9	27.2
La Salle	12,083	3,490	3,425	98.1	1.9
Lincoln	14,362	3,455	3,360	97.3	1.2
Macomb	10,592	3,120	3,045	97.6	1.6
Marion	10,459	3,580	3,425	95.8	0.8
Mattoon	17,547	5,730	5,605	97.8	1.1
Maywood	27,473	7,790	7,700	98.8	34.5
Melrose Park	13,366	3,600	3,560	98.9	36.4
Moline	37,397	11,615	11,435	98.5	4.0
Monmouth	10,193	3,135	3,030	96.7	1.9
Mount Vernon	15,600	5,120	4,900	95.7	2.5
Oak Park	63,529	19,770	19,605	99.2	29.5
Ottawa	16,957	5,035	4,970	98.7	0.5
Park Ridge	16,602	4,680	4,665	99.7	35.2
Pekin	21,858	6,785	6,640	97.9	0.7
Peoria	111,856	33,325	32,605	97.8	0.8
Quincy	41,450	13,050	12,710	97.4	0.5
River Forest	10,823	2,865	2,860	99.8	42.9
Rockford	92,927	25,850	25,400	98.3	0.9
Rock Island	48,710	14,705	14,410	98.0	4.4
Skokie	14,832	4,195	4,180	99.6	40.7
Springfield	81,628	25,495	24,910	97.7	1.0
Sterling	12,817	3,970	3,905	98.4	1.8
Streator	16,469	4,790	4,700	98.1	0.8
Urbana	22,834	5,860	5,785	98.7	0.7
Waukegan	38,946	11,165	11,015	98.7	20.3
West Frankfort	11,384	3,825	3,655	95.6	1.6
Wheaton	11,638	2,915	2,875	98.6	19.6
Wilmette	18,162	4,845	4,810	99.3	32.9

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

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GM
GENERAL MOTORS
DIESEL
POWER

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
Winnetka	12,105	3,240	3,240	100.0	30.2
Wood River	10,190	3,110	3,065	98.6	16.8
COUNTIES					
Adams	64,690	19,515	18,910	96.9	0.7
Alexander	20,316	6,040	5,345	88.5	1.0
Bond	14,157	4,295	4,135	96.3	4.2
Boone	17,070	4,990	4,870	97.6	1.8
Brown	7,132	2,285	2,160	94.5	0.2
Bureau	37,711	11,410	11,100	97.3	1.3
Calhoun	6,898	1,950	1,830	93.8	4.6
Carroll	18,976	5,840	5,705	97.7	1.7
Cass	15,097	4,680	4,460	95.3	1.5
Champaign	106,100	26,555	26,090	98.2	0.6
Christian	38,816	11,885	11,480	96.6	1.1
Clark	17,362	5,680	5,300	93.3	0.5
Clay	17,445	5,435	5,190	95.5	1.2
Clinton	22,594	6,380	6,125	96.0	6.6
Coles	40,328	12,705	12,270	96.6	1.0
Cook	4,508,792	1,307,865	1,282,305	98.0	30.7
Crawford	21,137	6,805	6,505	95.6	0.9
Cumberland	10,496	3,355	3,190	95.1	1.5
De Kalb	40,781	11,405	11,200	98.2	6.2
De Witt	16,894	5,400	5,215	96.6	0.9
Douglas	16,706	5,280	5,005	94.8	1.9
Du Page	154,599	42,350	41,745	98.6	27.7
Edgar	23,407	7,335	7,020	95.7	0.3
Edwards	9,056	2,950	2,815	95.4	1.2
Effingham	21,675	6,230	5,935	95.3	0.5
Fayette	24,582	7,190	6,900	96.0	1.9
Ford	15,901	4,925	4,800	97.5	1.0
Franklin	48,685	16,100	15,200	94.4	1.2
Fulton	43,716	14,030	13,500	96.2	0.9
Gallatin	9,818	2,865	2,590	90.4	0.5
Greene	18,852	5,880	5,520	93.9	5.2
Grundy	19,217	5,780	5,625	97.3	8.1
Hamilton	12,256	3,880	3,585	92.4	1.0
Hancock	25,790	8,050	7,810	97.0	0.7
Hardin	7,530	2,180	2,000	91.7	0.7
Henderson	8,416	2,475	2,400	97.0	2.8
Henry	46,492	14,555	14,270	98.0	3.2
Iroquois	32,348	9,655	9,385	97.2	3.5
Jackson	38,124	11,290	10,550	93.4	0.8
Jasper	12,266	3,810	3,600	94.5	0.7
Jefferson	35,892	11,225	10,620	94.6	1.9
Jersey	15,264	4,165	3,915	94.0	8.8
Jo Daviess	21,459	6,225	5,975	96.0	1.0
Johnson	8,729	2,610	2,385	91.4	2.1
Kane	150,388	42,290	41,600	98.4	21.9
Kankakee	73,524	17,590	17,075	97.1	8.3
Kendall	12,115	3,505	3,440	98.1	13.9
Knox	54,366	16,865	16,395	97.2	2.5
Lake	179,097	45,925	45,230	98.5	23.7
La Salle	100,610	29,620	29,080	98.2	1.2
Lawrence	20,539	6,285	5,930	94.4	0.8
Lee	36,451	9,245	9,105	98.5	1.7
Livingston	37,809	10,885	10,600	97.4	1.4
Logan	30,671	7,925	7,720	97.4	0.8
McDonough	28,199	8,480	8,200	96.7	1.4
McHenry	50,656	14,780	14,630	99.0	16.0
McLean	76,577	22,445	22,070	98.3	1.0
Macon	98,853	30,235	29,495	97.6	0.9
Macoupin	44,210	14,145	13,490	95.3	5.4
Madison	182,307	53,325	51,535	96.6	14.9
Marion	41,700	13,255	12,600	95.1	1.9
Marshall	13,025	3,985	3,895	97.7	1.0
Mason	15,326	4,775	4,605	96.4	1.2
Massac	13,594	4,245	3,815	89.9	0.8
Menard	9,639	2,965	2,865	96.6	1.4
Mercer	17,374	5,225	5,115	97.9	3.4
Monroe	13,282	3,920	3,720	94.9	9.4
Montgomery	32,460	10,345	9,960	96.3	4.8
Morgan	35,568	9,745	9,385	96.3	1.3
Moultrie	13,171	3,905	3,725	95.4	0.5
Ogle	33,429	10,085	9,930	98.5	1.8
Peoria	174,347	50,820	49,760	97.9	0.9
Perry	21,684	6,760	6,415	94.9	1.9
Piatt	13,970	4,280	4,175	97.5	1.2
Pike	22,155	7,290	6,850	94.0	1.4
Pope	5,779	1,720	1,505	87.5	1.5
Pulaski	13,639	3,925	3,360	85.6	0.3
Putnam	4,746	1,395	1,330	95.3	1.1
Randolph	31,673	8,415	7,980	94.8	5.0
Richland	16,889	5,275	5,065	96.0	0.7
Rock Island	133,558	38,980	38,265	98.2	4.4
St. Clair	205,995	58,195	55,750	95.8	14.3
Saline	33,420	10,465	9,965	95.2	1.0
Sangamon	131,484	40,000	39,115	97.8	1.0
Schuyler	9,613	3,080	2,935	95.3	0.7
Scott	7,245	2,375	2,250	94.7	1.9
Shelby	24,434	7,695	7,405	96.2	1.0
Stark	8,721	2,675	2,640	98.7	1.7
Stephenson	41,595	12,745	12,505	98.1	0.9
Tazewell	76,165	22,335	21,780	97.5	0.8
Union	20,500	5,415	5,130	94.7	0.9
Vermilion	87,079	26,335	25,535	97.0	1.0
Wabash	14,651	4,520	4,355	96.3	0.8
Warren	21,981	6,535	6,395	97.9	1.6
Washington	14,460	4,530	4,230	93.4	4.6
Wayne	20,933	6,490	6,115	94.2	0.7
White	20,935	6,535	6,195	94.8	0.5
Whiteside	49,336	14,730	14,400	97.8	2.1
Will	134,336	36,840	36,170	98.2	18.1
Williamson	48,621	15,550	14,760	94.9	1.0
Winnebago	152,385	42,380	41,635	98.2	0.9
Woodford	21,335	6,250	6,065	97.0	0.7

RESULTS?

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350 Madison Ave., New York

State of Massachusetts
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
The State	4,690,514	1,288,620	1,270,120	98.6	21.5
S.M.A.					
Boston	Not Available	638,520	630,915	98.8	27.7
Brockton	"	37,410	36,915	98.7	22.3
Fall River	"	39,230	38,390	97.9	24.5
Lawrence	"	36,670	36,035	98.3	25.7
Lowell	"	35,510	34,775	97.9	25.6
New Bedford	"	40,730	40.040	98.3	11.8
Pittsfield	"	18,850	18,520	98.2	12.3
Springfield-Holyoke	"	112,075	110,995	99.0	2.2
Worcester	"	73,865	73,030	98.9	15.3
URBANIZED AREA					
Boston	2,233,448	604,430	597,210	98.8	27.7
Brockton	92,116	27,520	27,120	98.5	21.4
Fall River	118,120	34,120	33,360	97.8	23.9
Lawrence	112,309	32,820	32,260	98.3	25.5
Lowell	106,661	29,105	28,550	98.1	25.1
New Bedford	125,495	37,515	36,895	98.3	11.5
Springfield-Holyoke	356,908	98,615	97,645	99.0	2.1
Worcester	219,330	59,110	58,495	99.0	14.6
URBAN PLACES					
Adams-Renfrew (uninc)	11,633	3,460	3,360	97.1	6.0
Attleboro	23,809	6,960	6,915	99.4	26.0
Beverly	28,884	8,260	8,160	98.8	22.8
Boston	801,444	214,855	211,050	98.2	24.2
Brockton	62,860	18,915	18,590	98.3	20.8
Cambridge	120,740	32,305	31,890	98.7	23.1
Chelsea	38,912	10,465	10,305	98.5	31.8
Chicopee	49,211	12,525	12,415	99.1	1.8
Clinton (uninc)	12,287	3,495	3,445	98.6	18.9
Everett	45,982	12,245	12,155	99.3	34.7
Fall River	111,963	32,385	31,640	97.7	23.6
Fitchburg	42,691	12,325	12,170	98.7	24.3
Gardner	19,581	5,495	5,400	98.3	10.7
Gloucester	25,167	7,335	7,240	98.7	27.0
Greenfield (uninc)	15,075	4,680	4,600	98.3	1.1
Haverhill	47,280	14,370	14,100	98.1	24.2
Holyoke	54,661	15,835	15,635	98.7	1.4
Lawrence	80,536	23,620	23,170	98.1	23.9
Leominster	24,075	6,925	6,830	98.6	28.3
Lowell	97,249	26,675	26,155	98.1	24.5
Lynn	99,738	28,955	28,700	99.1	29.8
Malden	59,804	16,700	16,510	98.9	33.2
Marlborough	15,756	4,410	4,345	98.5	30.5
Medford	66,113	17,530	17,430	99.4	32.5
Melrose	26,988	7,525	7,480	99.4	28.8
Milford (uninc)	14,396	4,125	4,055	98.3	22.5
New Bedford	109,189	32,850	32,285	98.3	11.0
Newburyport	14,111	4,190	4,090	97.6	22.4
Newton	81,994	21,320	21,175	99.3	32.0
North Adams	21,567	6,305	6,190	98.2	10.2
Northampton	29,063	6,470	6,415	99.1	1.1
Peabody	22,645	6,390	6,280	98.3	27.2
Pittsfield	53,348	15,220	14,945	98.2	12.6
Plymouth (uninc)	10,540	3,010	2,935	97.5	12.3
Quincy	83,835	23,685	23,570	99.5	29.6
Revere	36,763	9,835	9,695	98.6	41.9
Salem	41,880	11,685	11,545	98.8	27.3
Somerville	102,351	27,725	27,465	99.1	28.5
Southbridge (uninc)	16,748	5,030	4,950	98.4	5.1
Springfield	162,399	46,280	45,875	99.1	2.3
Taunton	40.109	10,540	10,385	98.5	21.9
Waltham	47,187	11,975	11,875	99.2	30.2
Webster (uninc)	12,160	3,720	3,630	97.6	8.8
Westfield	20,962	6,025	5,940	98.6	2.6
Woburn	20,492	5,225	5,155	98.7	32.0
Worcester	203,486	54,575	53,995	98.9	13.8
COUNTIES					
Barnstable	46,805	14,205	13,815	97.3	5.9
Berkshire	132,966	37,760	36,945	97.8	10.0
Bristol	381,569	109,075	107,150	98.2	19.5
Dukes	5,633	1,725	1,675	97.1	8.2
Essex	522,384	150,630	148,490	98.6	26.2
Franklin	52,747	15,540	15,155	97.5	1.5
Hampden	367,971	102,750	101,620	98.9	2.3
Hampshire	87,594	21,485	21,230	98.8	1.2
Middlesex	1,064,569	283,520	280,190	98.8	28.4
Nantucket	3,484	1,070	1,055	98.6	0.1
Norfolk	392,308	105,890	105,205	99.4	28.7
Plymouth	189,468	54,600	53,530	98.0	20.2
Suffolk	896,615	240,416	236,290	98.3	25.6
Worcester	546,401	149,955	147,770	98.5	16.2

State of New York
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
The State	14,830,192	4,254,980	4,184,340	98.3	24.8
S.M.A.					
Albany-Schenectady-Troy	Not Available	151,445	149,520	98.7	21.6
Binghamton	"	52,700	51,855	98.4	4.7
Buffalo	"	304,055	300,730	98.9	23.4
New York-Northeastern New Jersey	"	3,711,755	3,655,305	98.5	33.2
New York portion	"	2,764,220	2,720,930	98.4	31.0
New Jersey portion	"	947,535	934,375	98.6	39.7
Rochester	"	141,480	139,670	98.7	15.9
Syracuse	"	95,380	94,320	98.9	16.2
Utica-Rome	"	79,585	77,990	98.0	11.0
URBANIZED AREA					
Albany-Troy	291,897	86,085	85,035	98.8	20.2
Binghamton	144,011	41,740	41,235	98.8	4.7
Buffalo	798,043	223,905	221,745	99.0	24.5
New York-Northeastern New Jersey	12,296,117	3,556,325	3,502,945	98.5	33.3

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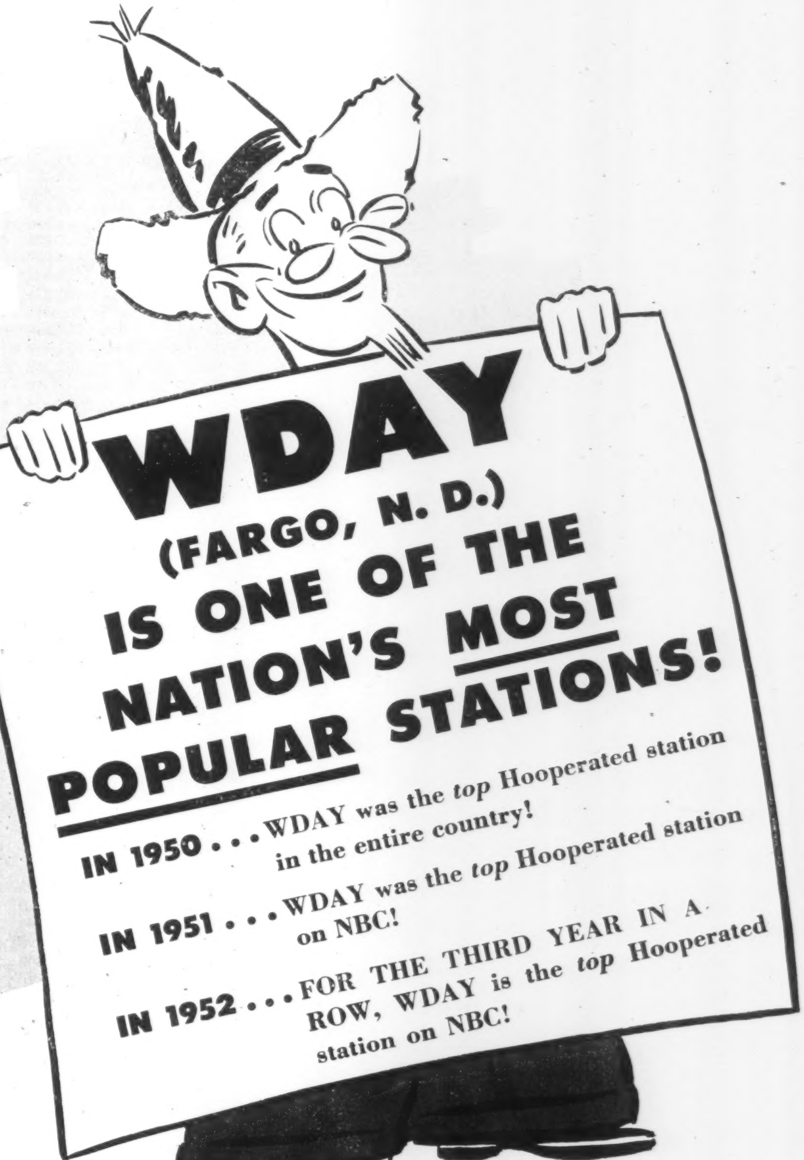
Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950		
			Number	Per Cent	
Niagara Falls	97,620	27,395	27,180	99.2	21.9
Rochester	409,149	119,350	117,820	98.7	15.9
Schenectady	123,273	37,575	37,215	99.0	24.1
Syracuse	265,286	74,700	73,945	99.0	16.0
Utica	117,424	34,260	33,655	98.2	12.6
URBAN PLACES					
Albany	134,995	41,090	40.440	98.4	18.5
Amsterdam	32,240	9,795	9,645	98.5	16.5
Auburn	36,722	11,260	10,090	89.6	6.0
Batavia	17,799	5,165	5,130	99.3	12.4
Beacon	14,012	3,590	3,530	98.3	9.9
Binghamton	80,674	23,230	22,885	98.5	4.4
Buffalo	580,132	163,775	161,935	98.9	23.1
Cohoes	21,272	6,255	6,205	99.2	24.0
Corning	17,684	5,360	5,290	98.7	1.2
Cortland	18,152	5,430	5,355	98.6	3.9
Dunkirk	18,007	5,380	5,240	97.4	16.1
Elmira	49,716	14,435	14,215	98.5	1.0
Endicott	20,050	5,880	5,830	99.1	4.3
Floral Park	14,582	4,370	4,340	99.3	39.5
Freeport	24,680	7,025	6,970	99.2	39.6
Fulton	13,922	4,250	4,215	99.2	14.6
Garden City	14,486	3,970	3,960	99.7	45.9
Geneva	17,144	4,820	4,760	98.8	3.8
Glen Cove	15,130	3,900	3,855	98.8	35.0
Glens Falls	19,610	5,785	5,480	94.7	12.7
Gloversville	23,634	7,660	7,530	98.3	11.4
Hempstead	29,135	8,360	8,245	98.6	40.5
Hornell	15,049	4,650	4,615	99.2	0.6
Hudson	11,629	3,390	3,290	97.1	15.0
Ithaca	29,257	7,035	6,930	98.5	0.9
Jamestown	43,354	14,095	13,885	98.5	2.8
Johnson City	19,249	5,660	5,565	98.3	4.9
Johnstown	10,923	3,480	3,450	99.1	10.3
Kenmore	20,066	5,975	5,965	99.8	23.3
Kings Park (uninc)	10,960	635	625	98.4	50.4
Kingston	28,817	8,610	8,465	98.3	3.0
Lackawanna	27,658	6,530	6,440	98.6	21.0
Lockport	25,133	7,470	7,405	99.1	12.6
Long Beach	15,586	4,675	4,620	98.8	51.2
Lynnbrook	17,314	5,075	5,040	99.3	40.0
Mamaroneck	15,016	4,290	4,235	98.7	35.2
Massena	13,137	3,610	3,575	99.0	0.3
Middletown	22,586	6,130	6,040	98.5	15.9
Mineola	14,831	4,105	4,025	98.1	41.1
Mount Vernon	71,899	20,760	20,435	98.4	34.6
Newark	10,295	2,300	2,280	99.1	8.5
Newburgh	31,956	10,080	9,925	98.5	14.9
New Rochelle	59,725	16,155	16,000	99.0	36.6
New York City	7,891,957	2,311,540	2,273,360	98.3	29.6
Niagara Falls	90,872	25,690	25,505	99.3	21.7
North Tonawanda	24,731	7,015	6,915	98.6	24.8
Ogdensburg	16,166	3,960	3,910	98.7	0.5
Olean	22,884	6,625	6,525	98.5	1.3
Oneida	11,325	3,475	3,420	98.4	12.1
Oneonta	13,564	4,125	4,040	97.9	1.1
Ossining	16,098	3,970	3,940	99.2	31.7
Oswego	22,647	6,070	6,020	99.2	11.0
Peekskill	17,731	4,910	4,825	98.3	31.9
Plattsburgh	17,738	4,625	4,570	98.8	0.4
Port Chester	23,970	6,600	6,535	99.0	41.8
Poughkeepsie	41,023	12,165	11,895	97.8	11.2
Rensselaer	10,856	3,185	3,140	98.6	24.4
Rochester	332,488	97,855	96,425	98.5	14.6
Rockville Centre	22,362	6,280	6,270	99.8	44.7
Rome	41,682	10,320	10,175	98.6	11.6
Rye	11,721	3,170	3,160	99.7	39.0
Saratoga Springs	15,473	4,430	4,315	97.4	17.8
Scarsdale	13,156	3,360	3,335	99.3	37.8
Schenectady	91,785	28,110	27,795	98.9	22.7
Syracuse	220,583	62,150	61,435	98.8	15.2
Tonawanda	14,617	4,300	4,275	99.4	23.5
Troy	72,311	20,245	20,050	99.0	20.1
Utica	101,531	29,705	29,105	98.0	12.7
Valley Stream	26,854	7,735	7,650	98.9	47.1
Watertown	34,350	10,325	10,195	98.7	0.7
Watervliet	15,197	4,330	4,285	99.0	19.6
White Plains	43,466	11,830	11,735	99.2	30.0
Yonkers	152,798	44,560	44,055	98.9	33.3
COUNTIES					
Albany	239,386	71,095	70,100	98.6	20.3
Allegany	43,784	12,220	11,890	97.3	1.3
Bronx	1,451,277	417,610	413,030	98.9	31.5
Broome	184,698	52,700	51,855	98.4	4.7
Cattaraugus	77,901	21,945	21,450	97.7	4.7
Cayuga	70,136	19,855	19,430	97.9	7.0
Chautauqua	135,189	40,995	40,180	98.0	7.1
Chemung	86,827	25,185	24,710	98.1	1.0
Chenango	39,138	11,255	10,960	97.4	3.2
Clinton	53,622	13,075	12,660	96.8	1.3
Columbia	43,182	12,825	12,450	97.1	14.4
Cortland	37,158	10,510	10,270	97.7	4.3
Delaware	44,420	12,680	12,295	97.0	1.3
Dutchess	136,781	33,765	32,950	97.6	10.3
Erie	899,238	250,425	247,720	98.9	24.2
Essex	35,086	9,615	9,320	96.9	1.4
Franklin	44,830	11,850	11,450	96.6	0.6
Fulton	51,021	15,980	15,575	97.5	12.2
Genessee	47,584	13,480	13,250	98.3	12.0
Greene	28,745	8,345	8,085	96.9	8.1
Hamilton	4,105	1,340	1,275	95.1	4.5
Herkimer	61,407	18,155	17,715	97.6	7.4
Jefferson	85,521	24,845	24,390	98.2	1.2
Kings	2,738,175	784,595	773,080	98.5	34.4
Lewis	22,521	6,025	5,735	95.2	2.6
Livingston	40,257	10,625	10,385	97.7	10.3
Madison	46,214	12,790	12,565	98.2	10.0
Monroe	487,632	141,480	139,670	98.7	15.9
Montgomery	59,594	17,885	17,580	98.3	14.6
Nassau	672,765	187,235	185,840	99.3	45.9
New York	1,960,101	603,365	585,675	97.1	15.1
Niagara	189,992	53,630	53,010	98.8	19.3
Oneida	222,855	61,430	60,275	98.1	12.0
Onondaga	341,719	95,380	94,320	98.9	16.2
Ontario	60,172	16,495	16,195	98.2	7.0
Orange	152,255	42,925	41,885	97.6	14.8
Orleans	29,832	8,915	8,780	98.5	9.4
Oswego	77,181	21,350	20,970	98.2	11.4
Otsego	50,763	14,970	14,520	97.0	2.8
Putnam	20,307	5,555	5,395	97.1	21.0
Queens	1,550	455,080	451,375	99.2	37.7
Rensselaer	132,607	37,255	36,745	98.6	20.8
Richmond	191,555	50,890	50,200	98.6	38.5
Rockland	89,276	21,565	21,170	98.2	33.0



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FREE & PETERS, INC.,
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Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
St. Lawrence	98,897	25,205	24,460	97.0	0.5
Saratoga	74,869	21,385	20,870	97.6	18.9
Schenectady	142,497	43,095	42,675	99.0	24.2
Schoharie	22,703	6,465	6,235	96.4	9.6
Schuyler	14,182	4,070	3,905	95.9	2.1
Seneca	29,253	7,315	7,130	97.5	5.1
Steuben	91,439	25,870	25,165	97.3	1.4
Suffolk	276,129	70,380	69,000	98.0	28.3
Sullivan	40,731	11,985	11,590	96.7	6.8
Tioga	30,166	8,730	8,410	96.3	2.0
Tompkins	59,122	15,435	15,100	97.8	1.8
Ulster	92,621	27,355	26,615	97.3	4.7
Warren	39,205	11,395	10,735	94.2	10.9
Washington	47,144	13,045	12,630	96.8	9.4
Wayne	57,323	16,315	15,955	97.8	8.1
Westchester	625,816	173,500	171,560	98.9	34.2
Wyoming	32,822	8,935	8,780	98.3	10.1
Yates	17,615	5,310	5,145	96.9	4.6

State of Ohio
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
The State	7,946,627	2,288,765	2,230,155	97.4	17.4
S.M.A.					
Akron	410,032	118,350	116,555	98.5	21.7
Canton	283,194	80,190	78,275	97.6	13.1
Cincinnati	904,402	272,825	265,250	97.2	26.6
Cleveland	1,465,511	423,730	417,600	98.6	25.5
Columbus	503,410	143,140	139,675	97.6	24.5
Dayton	457,333	129,005	126,300	97.9	27.9
Hamilton-Middletown	147,203	40,735	39,605	97.2	26.5
Lima	88,183	25,645	25,180	98.2	1.8
Lorain-Elyria	148,162	40,700	39,755	97.7	20.6
Springfield	111,661	32,325	31,525	97.5	15.1
Toledo	395,551	114,950	112,925	98.2	24.7
Wheeling-Steubenville	354,092	99,405	96,015	96.6	4.0
Youngstown	528,498	145,140	141,720	97.6	6.0
URBANIZED AREAS					
Akron	366,765	106,235	104,710	98.6	21.6
Canton	173,917	50,940	49,930	98.0	12.4
Cincinnati	813,292	249,320	242,335	97.2	26.2
Cleveland	1,383,599	399,785	394,095	98.6	25.6
Columbus	437,707	123,955	121,030	97.6	24.2
Dayton	346,864	98,445	96,540	98.1	28.4
Hamilton	63,270	18,410	17,875	97.1	27.1
Springfield	82,284	24,295	23,660	97.4	13.6
Toledo	364,344	104,980	103,180	98.3	24.9
Youngstown	298,051	81,690	79,930	97.8	5.4
URBAN PLACES					
Akron	274,605	80,405	79,310	98.6	20.3
Alliance	26,161	7,870	7,725	98.2	12.6
Ashland	14,287	4,745	4,670	98.4	10.8
Ashtabula	23,696	6,915	6,795	98.3	1.8
Athens	11,660	2,690	2,645	98.3	3.9
Barberton	27,820	8,050	7,835	97.3	18.6
Bellaire	12,573	3,915	3,765	96.2	1.3
Bellefontaine	10,232	3,295	3,240	98.3	6.7
Berea	12,051	3,100	3,085	99.5	26.3
Bexley	12,378	3,515	3,515	100.0	31.2
Bowling Green	12,005	2,750	2,695	98.0	15.7
Bucyrus	10,327	3,420	3,380	98.8	2.4
Cambridge	14,739	4,765	4,640	97.4	0.7
Campbell	12,882	3,285	3,105	94.5	1.4
Canton	116,912	34,415	33,630	97.7	10.3
Chillicothe	20,133	6,475	6,365	98.3	10.0
Cincinnati	503,998	156,475	151,280	96.7	23.2
Cleveland	914,808	263,645	258,665	98.1	23.4
Cleveland Heights	59,141	17,655	17,610	99.7	26.5
Columbus	375,901	108,140	105,430	97.5	23.3
Conneaut	10,230	3,245	3,190	98.3	6.7
Coshocton	11,675	3,790	3,690	97.4	1.7
Cuyahoga Falls	29,195	8,670	8,625	99.5	31.8
Dayton	243,872	70,625	69,170	97.9	25.7
Defiance	11,265	3,425	3,350	97.8	5.4
Delaware	11,804	3,165	3,115	98.4	15.9
East Cleveland	40,047	13,025	12,945	99.4	22.0
East Liverpool	24,217	7,255	7,135	98.3	10.2
Elyria	30,307	8,865	8,740	98.6	23.3
Euclid	41,396	11,375	11,325	99.6	34.5
Findlay	23,845	7,855	7,725	98.3	5.8
Fostoria	14,351	4,380	4,255	97.1	13.3
Fremont	16,537	5,150	5,090	98.8	12.1
Garfield Heights	21,662	5,800	5,795	99.9	35.6
Girard	10,113	2,800	2,760	98.6	5.2
Hamilton	57,951	17,080	16,610	97.2	26.9
Ironton	16,333	4,940	4,730	95.7	4.0
Kent	12,418	2,880	2,825	98.1	26.3
Lakewood	68,071	22,290	22,125	99.3	21.4
Lancaster	24,180	7,565	7,390	97.7	20.6
Lima	50,246	15,225	15,020	98.7	1.3
Lorain	51,202	13,680	13,255	96.9	18.4
Mansfield	43,564	13,485	13,180	97.7	6.3
Maple Heights	15,586	4,135	4,135	100.0	42.4
Marietta	16,006	4,975	4,830	97.1	0.8
Marion	33,817	10,110	9,980	98.7	7.9
Martins Ferry	13,220	3,995	3,925	98.2	2.1
Massillon	29,594	8,755	8,570	97.9	14.1
Middletown	33,695	9,780	9,530	97.4	25.5
Mount Vernon	12,185	3,950	3,855	97.6	8.1
Newark	34,275	10,895	10,640	97.7	9.8
New Philadelphia	12,948	4,135	4,020	97.2	2.1
Niles	16,773	4,690	4,605	98.2	5.3
Norwood	35,001	11,150	11,080	99.4	28.7
Painesville	14,432	4,225	4,095	96.9	17.7
Parma	28,897	7,865	7,825	99.5	34.3
Piqua	17,447	5,630	5,540	98.4	15.5
Portsmouth	36,798	11,320	10,945	96.7	1.5
Rocky River	11,237	3,335	3,315	99.4	35.6
Salem	12,754	3,975	3,930	98.9	11.3
Sandusky	29,375	9,100	8,865	97.4	8.4
Shaker Heights	28,222	8,455	8,420	99.6	34.4
Sidney	11,491	3,530	3,495	99.0	11.5
South Euclid	15,432	4,490	4,475	99.7	34.2
Springfield	78,508	23,415	22,815	97.4	13.5
Steubenville	35,872	10,185	9,895	97.2	8.7
Struthers	11,941	3,250	3,145	96.8	3.2
Tiffin	18,952	5,490	5,425	98.8	6.3
Toledo	303,616	89,105	87,545	98.2	23.8
Troy	10,661	3,400	3,345	98.4	20.0
University Heights	11,566	3,040	3,040	100.0	45.6
Van Wert	10,364	3,350	3,295	98.4	0.6
Warren	49,856	14,530	14,335	98.7	7.2
Washington	10,560	3,320	3,215	96.8	15.4
Wooster	14,005	4,230	4,210	99.5	6.0
Xenia	12,877	3,940	3,795	96.3	22.5
Youngstown	168,330	44,965	43,925	97.7	4.3
Zanesville	40,517	12,400	12,010	96.9	2.3
COUNTIES					
Adams	20,499	6,075	5,600	92.2	3.5
Allen	88,183	25,645	25,180	98.2	1.8
Ashland	33,040	10,150	9,950	98.0	9.1
Ashtabula	78,695	23,240	22,685	97.6	4.3
Athens	45,839	11,805	11,240	95.2	2.3
Auglaize	30,637	9,145	8,940	97.8	2.0
Belmont	87,740	25,475	24,535	96.3	2.3
Brown	22,221	6,625	6,210	93.7	10.5
Butler	147,203	40,735	39,605	97.2	26.5
Carroll	19,039	5,195	5,080	97.8	3.5
Champaign	26,793	8,195	7,820	95.4	13.3
Clark	111,661	32,325	31,525	97.5	15.1
Clermont	42,182	11,910	11,360	95.4	21.6
Clinton	25,572	7,675	7,395	96.4	12.2
Columbiana	98,920	28,615	27,880	97.4	9.3
Coshocton	31,141	9,385	9,020	96.1	1.8
Crawford	38,738	11,915	11,700	98.2	3.7
Cuyahoga	1,389,532	402,115	396,375	98.6	25.6
Darke	41,799	12,520	12,055	96.3	13.0
Defiance	25,925	7,695	7,510	97.6	3.3
Delaware	30,278	8,200	8,090	98.7	18.1
Erie	52,565	15,525	15,145	97.6	9.0
Fairfield	52,130	15,450	15,005	97.1	18.0
Fayette	22,554	6,665	6,410	96.2	15.1
Franklin	503,410	143,140	139,675	97.6	24.5
Fulton	25,580	7,530	7,350	97.6	10.2
Gallia	24,910	6,175	5,670	91.8	1.3
Geauga	26,646	7,430	6,855	92.3	19.4
Greene	58,892	15,700	15,315	97.5	24.1
Guernsey	38,452	11,140	10,695	96.0	1.5
Hamilton	723,952	219,500	213,365	97.2	25.9
Hancock	44,280	13,950	13,720	98.4	6.4
Hardin	28,673	8,570	8,260	96.4	2.6
Harrison	19,054	5,645	5,415	95.9	4.2
Henry	22,423	6,695	6,470	96.6	9.5
Highland	28,188	8,530	8,120	95.2	5.7
Hocking	19,520	5,680	5,265	92.7	4.8
Holmes	18,760	4,675	3,470	74.2	2.1
Huron	39,353	11,595	11.335	97.8	8.4
Jackson	27,767	7,775	7,275	93.6	2.1
Jefferson	96,495	26,385	25,585	97.0	7.9
Knox	35,287	10,365	10,095	97.4	8.2
Lake	75,979	21,615	21,225	98.2	23.6
Laurence	49,115	13,310	12,535	94.2	3.3
Licking	70,645	21,330	20,845	97.7	10.9
Logan	31,329	9,615	9,445	98.2	5.7
Lorain	148,162	40,700	39,755	97.7	20.6
Luces	395,551	114,050	112,925	99.0	24.7
Madison	22,300	5,880	5,470	93.0	19.2
Mahoning	257,629	69,855	68,170	97.6	5.8
Marion	49,959	14,680	14,445	98.4	8.1
Medina	40,417	11,910	11,605	97.4	19.8
Meigs	23,227	6,660	6,370	95.6	1.4
Mercer	28,311	7,770	7,635	98.3	2.1
Miami	61,309	18,655	18,235	97.7	18.9
Monroe	15,362	4,455	4,140	92.9	0.7
Montgomery	398,441	113,305	110,985	98.0	28.4
Morgan	12,836	3,990	3,770	94.5	0.8
Morrow	17,168	4,950	4,820	97.4	7.3
Muskingum	74,535	21,820	21,105	96.7	2.5
Noble	11,750	3,300	3,085	93.5	1.4
Ottawa	29,469	8,785	8,595	97.8	15.0
Paulding	15,047	4,445	4,320	97.2	1.3
Perry	28,999	8,170	7,840	96.0	5.0
Pickaway	29,352	7,345	7,025	95.6	15.1
Pike	14,607	3,705	3,365	90.8	1.4
Portage	63,954	17,160	16,765	97.7	20.8
Preble	27,081	7,945	7,700	96.9	16.1
Putnam	25,248	6,930	6,740	97.3	2.8
Richland	91,305	26,175	25,575	97.7	5.8
Ross	54,424	14,745	14,115	95.7	7.4
Sandusky	46,114	13,845	13,570	98.0	11.7
Scioto	82,910	23,315	22,155	95.0	1.3
Seneca	52,978	15,260	14,905	97.7	8.0
Shelby	28,488	8,090	7,915	97.8	9.5
Stark	283,194	80,190	78,272	97.6	13.1
Summit	410,032	118,350	116,555	98.5	21.7
Trumbull	158,915	44,370	43,325	97.6	7.6
Tuscarawas	70,320	20,685	19,975	96.6	2.4
Union	20,687	6,035	5,860	97.1	15.6
Van Wert	26,971	8,365	8,185	97.8	0.7
Vinton	10,759	2,870	2,625	91.4	0.9
Warren	38,505	10,780	10,345	96.0	22.3
Washington	44,407	13,080	12,395	94.8	1.3
Wayne	58,716	16,025	15,180	94.7	11.7
Williams	26,202	8,270	8,100	97.9	2.4
Wood	59,605	16,615	16,240	97.7	16.8
Wyandot	19,785	5,825	5,695	97.8	5.2

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State of Oregon
Radio & Television
1950 Census of Housing

Area	Total Population	RADIO			Per Cent TV
		Dwellings reporting	With Radio 1950		
			Number	Per Cent	
The State	1,521,341	472,600	458,445	97.0	0.5
S.M.A.					
Portland	704,829	226,220	221,510	97.9	0.5
URBANIZED AREA					
Portland	512,643	168,620	165,375	98.1	0.4
URBAN PLACES (10,000 or more)					
Albany	10,115	3,315	3,235	97.6	—
Astoria	12,331	4,380	4,190	95.7	2.0
Bend	11,409	3,665	3,600	98.2	–
Corvallis	16,207	4,090	4,045	98.9	0.5
Eugene	35,879	10,945	10,710	97.9	0.2
Klamath Falls	15,875	5,330	5,215	97.8	0.5
Medford	17,305	5,700	5,550	97.4	0.6
Pendleton	11,774	3,390	3,320	97.9	0.4
Portland	373,628	125,600	123,035	98.0	0.4
Salem	43,140	13,115	12,855	98.0	0.5
Springfield	10,807	3,235	3,185	98.5	0.2
COUNTIES					
Baker	16,175	5,105	4,915	96.3	0.7

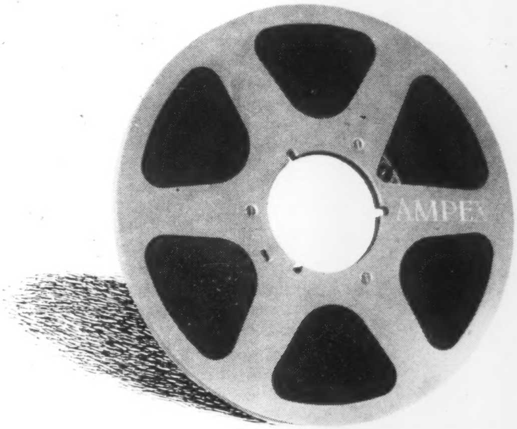
Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950		
			Number	Per Cent	
Benton	31,570	8,615	8,455	98.1	0.5
Clackamas	86,716	26,785	26,095	97.4	0.5
Clatsop	30,776	10,195	9,845	96.6	1.0
Columbia	22,967	7,020	6,765	96.4	1.3
Coos	42,265	13,265	12,690	95.7	0.4
Crook	8,991	2,520	2,405	95.4	0.4
Curry	6,048	2,030	1,930	95.1	0.2
Deschutes	21,812	6,740	6,605	98.0	0.3
Douglas	54,549	15,840	14,990	94.6	0.5
Gilliam	2,817	855	815	95.3	—
Grant	8,329	2,425	2,255	93.0	0.8
Harney	6,113	1,735	1,595	91.9	—
Hood River	12,740	3,945	3,815	96.7	0.5
Jackson	58,510	18,440	17,745	96.2	0.5
Jefferson	5,536	1,515	1,445	95.4	1.4
Josephine	26,542	8,465	7,920	93.6	0.4
Klamath	42,150	13,100	12,625	96.3	0.8
Lake	6,649	1,940	1,840	94.8	—
Lane	125,776	37,455	36,315	97.0	0.3
Lincoln	21,308	6,855	6,490	94.7	0.4
Linn	54,317	16,080	15,515	96.5	0.6
Malheur	23,223	6,325	6,095	96.4	0.6
Marion	101,401	28,995	28,295	97.6	0.4
Morrow	4,783	1,440	1,370	95.1	—
Multnomah	471,537	155,385	152,170	97.9	0.5
Polk	26,317	7,750	7,500	96.8	1.0
Sherman	2,271	730	710	97.3	2.1
Tillamook	18,606	5,725	5,520	96.4	0.7
Umatilla	41,703	12,345	11,930	96.6	0.3
Union	17,962	5,790	5,615	97.0	0.5
Wallowa	7,264	2,240	2,145	95.8	0.2
Wasco	15,553	4,950	4,720	95.4	0.5
Washington	61,269	18,950	18,610	98.2	0.7
Wheeler	3,313	955	880	92.1	0.5
Yamhill	33,484	10,095	9,815	97.2	0.5

State of Pennsylvania
1950 Census of Housing
Radio & Television

Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950		
			Number	Per Cent	
The State	10,498,012	2,881,380	2,813,495	97.6	16.7
S.M.A.					
Allentown-Bethlehem-Easton	437,824	120,840	119,055	98.5	15.5
Altoona	139,514	39,055	38,140	97.7	1.8
Erie	219,388	61,305	60,200	98.2	20.5
Harrisburg	292,241	82,780	81,210	98.1	3.7
Johnstown	291,354	75,310	72,720	96.6	6.4
Lancaster	234,717	64,345	60,280	93.7	19.3
Philadelphia	3,671,048	1,001,020	982,530	98.2	36.4
Pittsburgh	2,213,236	607,870	595,080	97.9	13.1
Reading	255,740	73,025	71,675	98.2	17.9
Scranton	257,396	71,125	69,755	98.1	1.4
Wilkes-Barre-Hazleton	392,241	106,510	104,455	98.1	1.5
York	202,737	58,520	57,385	98.1	10.6
URBANIZED AREA					
Allentown-Bethlehem	225,962	61,765	61,145	99.0	16.1
Altoona	86,614	25,115	24,700	98.3	2.0
Erie	151,710	41,860	41,150	98.3	24.0
Harrisburg	169,646	49,630	48,990	98.7	3.9
Johnstown	93,354	25,540	25,085	98.2	9.3
Lancaster	76,280	22,275	21,895	98.3	27.1
Philadelphia	2,922,470	811,045	797,310	98.3	37.0
Pittsburgh	1,532,953	428,935	421,210	98.2	14.3
Reading	154,931	45,985	45,385	98.7	17.4
Scranton	236,076	65,825	64,615	98.2	1.4
Wilkes-Barre-Hazleton	271,589	74,250	72,995	98.3	1.0
York	78,796	23,885	23,470	98.3	10.3
URBAN PLACES					
Aliquippa	26,132	6,530	6,370	97.5	9.0
Allentown	106,756	29,985	29,735	99.2	17.9
Altoona	77,177	22,540	22,145	98.2	1.9
Ambridge	16,429	4,610	4,505	97.7	5.6
Arnold	10,263	2,975	2,915	98.0	8.7
Beaver Falls	17,375	5,075	4,980	98.1	8.7
Bellevue	11,604	3,695	3,685	99.7	13.6
Berwick	14,010	4,075	4,000	98.2	0.7
Bethel	11,324	3,065	3,020	98.5	16.2
Bethlehem	66,340	17,810	17,565	98.6	9.7
Bloomsburg	10,633	3,330	3,270	98.2	0.5
Braddock	16,488	4,415	4,275	96.8	12.9
Bradford	17,354	5,340	5,240	98.1	0.4
Brentwood	12,535	3,755	3,715	98.9	20.8
Bristol	12,710	3,405	3,355	98.5	43.1
Butler	23,482	6,995	6,895	98.6	11.0

Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950		
			Number	Per Cent	
Cannonsburg	12,072	3,405	3,365	98.8	7.9
Carbondale	16,296	4,445	4,380	98.5	1.9
Carlisle	16,812	4,765	4,675	98.1	2.0
Carnegie	12,105	3,400	3,360	98.8	12.2
Chambersburg	17,212	5,160	5,080	98.4	4.5
Chester	66,039	17,325	16,810	97.0	31.5
Clairton	19,652	5,025	4,955	98.6	12.1
Coatesville	13,826	3,815	3,745	98.2	20.8
Columbia	11,993	3,280	3,230	98.5	25.9
Connellsville	13,293	3,910	3,825	97.8	7.2
Conshohocken	10,922	2,660	2,620	98.5	40.4

Area	Total Population	RADIO			Per Cent TV
		Dwellings Reporting	With Radio 1950		
			Number	Per Cent	
Caraopolis	10,498	2,970	2,955	99.5	12.1
Darby	13,154	3,540	3,525	99.6	44.4
Donora	12,186	3,360	3,280	97.6	6.9
Dormont	13,405	4,275	4,250	99.4	13.2
DuBois	11,497	3,430	3,360	98.0	2.0
Dunmore	20,305	5,425	5,330	98.2	2.1
Duquesne	17,620	4,855	4,740	97.6	10.2
Easton	35,632	10,180	10,020	98.4	9.7
Ellwood City	12,945	3,685	3,645	98.9	10.6
Erie	130,803	36,940	36,265	98.2	22.9



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Area	Total Population	RADIO Dwellings Reporting	RADIO With Radio 1950 Number	RADIO With Radio 1950 Per Cent	Per Cent TV
Farrell	13,644	3,570	3,460	96.9	2.9
Franklin	10,006	3,180	3,100	97.5	1.3
Greensburg	16,923	4,825	4,745	98.3	10.9
Hanover	14,048	4,335	4,260	98.3	9.4
Harrisburg	89,544	27,195	26,780	98.5	2.6
Hazleton	35,491	9,715	9,545	98.3	3.6
Homestead	10,046	2,820	2,755	97.7	13.3
Indiana	11,743	3,430	3,385	98.7	7.3
Jeannette	16,172	4,625	4,565	98.7	12.2
Johnstown	63,232	17,255	16,925	98.1	7.9
Kingston	21,096	6,095	6,035	99.0	0.8
Lancaster	63,774	18,705	18,360	98.2	27.0
Lansdowne	12,169	3,705	3,675	99.2	32.7
Latrobe	11,811	3,290	3,245	98.6	7.8
Lebanon	28,156	7,990	7,825	97.9	12.0
Lewistown	13,894	4,445	4,355	98.0	0.5
Lock Haven	11,381	3,325	3,275	98.5	0.5
McKeesport	51,502	14,690	14,250	97.0	15.1
McKees Rocks	16,241	4,675	4,420	94.5	12.9
Mahanoy City	10,934	3,125	3,060	97.9	0.8
Meadsville	18,972	5,885	5,770	98.0	1.4
Monessen	17,896	5,085	4,960	97.5	7.3
Mount Carmel	14,222	3,865	3,790	98.1	1.6
Munhall	16,437	4,645	4,595	98.9	16.3
Nanticoke	20,160	5,980	5,780	96.7	0.9
New Castle	48,834	13,925	13,680	98.2	5.2
New Kensington	25,146	7,245	7,140	98.6	14.0
Norristown	38,126	8,950	8,835	98.7	38.5
North Braddock	14,724	3,980	3,915	98.4	15.3
Oil City	19,581	5,720	5,600	97.9	1.1
Philadelphia	2,071,605	574,270	563,440	98.1	35.0
Phoenixville	12,932	3,335	3,270	98.1	40.3
Pittsburgh	676,806	188,915	184,805	97.8	14.0
Pittston	15,012	3,930	3,855	98.1	0.8
Plymouth	13,021	3,700	3,625	98.0	0.7
Pottstown	22,589	6,475	6,380	98.5	28.9
Pottsville	23,640	6,710	6,615	98.6	4.1
Reading	109,320	32,205	31,655	98.3	15.2
Scranton	125,536	35,860	35,235	98.3	1.2
Shamokin	16,879	4,960	4,900	98.8	1.0
Sharon	26,454	7,660	7,575	98.9	3.7
Shenandoah	15,704	4,490	4,340	96.7	1.7
State College	17,227	3,025	2,970	98.2	1.3
Steelton	12,574	3,230	3,155	97.7	2.6
Sunbury	15,570	4,890	4,850	99.2	0.3
Swissvale	16,488	4,590	4,565	99.5	16.9
Tamaqua	11,508	3,185	3,165	99.4	4.1
Turtle Creek	12,363	3,465	3,415	98.6	14.4
Uniontown	20,471	6,035	5,925	98.2	7.7
Warren	14,849	4,715	4,680	99.3	0.7
Washington	26,280	7,640	7,520	98.4	8.3
Waynesboro	10,334	3,275	3,190	97.4	4.1
West Chester	15,168	3,825	3,720	97.3	26.4
West Mifflin	17,985	4,690	4,645	99.0	19.6
Wilkes-Barre	76,826	21,010	20,710	98.6	1.1
Wilkinsburg	31,418	9,710	9,630	99.2	14.5
Williamsport	45,047	13,700	13,505	98.6	0.4
Yeadon	11,068	2,995	2,995	100.0	50.5
York	59,953	18,315	17,945	98.0	8.7
COUNTIES					
Adams	44,197	11,910	11,550	97.0	4.7
Allegheny	1,515,237	417,655	409,885	98.1	14.8
Armstrong	80,842	22,365	21,610	96.6	5.5
Beaver	175,192	47,405	46,455	98.0	11.0
Bedford	40,775	10,950	10,370	94.7	1.1
Berks	255,740	73,025	71,675	98.2	17.9
Blair	139,514	39,055	38,140	97.7	1.8
Bradford	51,722	14,600	13,985	95.8	1.4
Bucks	144,620	39,900	39,145	98.1	34.6
Butler	97,320	25,795	25,145	97.5	11.3
Cambria	209,541	53,380	51,855	97.1	7.0
Cameron	7,023	2,010	1,900	94.5	0.2
Carbon	57,558	15,665	15,340	97.9	5.9
Centre	65,922	15,880	15,310	96.4	1.0
Chester	159,141	39,555	38,400	97.1	26.5
Clarion	38,344	10,325	9,960	96.5	5.2
Clearfield	85,957	22,940	21,970	95.8	2.0
Clinton	36,532	10,055	9,755	97.0	0.8
Columbia	53,460	15,355	14,960	97.4	1.0
Crawford	78,948	22,365	21,690	97.0	1.9
Cumberland	94,457	26,535	25,985	97.9	3.4
Dauphin	197,784	56,245	55,225	98.2	3.8
Delaware	414,234	112,570	111,160	98.7	41.1
Elk	34,503	9,320	9,080	97.4	0.5
Erie	219,388	61,305	60,200	98.2	20.5
Fayette	189,899	50,665	48,845	96.4	6.5
Forest	4,944	1,410	1,320	93.6	2.1
Franklin	75,927	20,875	19,915	95.4	3.3
Fulton	10,387	2,665	2,455	92.1	1.1
Greene	45,394	11,930	11,295	94.7	3.2
Huntingdon	40,872	10,985	10,485	95.4	0.8
Indiana	77,106	20,625	19,805	96.0	4.5
Jefferson	49,147	13,660	13,260	97.0	1.9
Juniata	15,243	4,255	3,970	93.3	0.7
Lackawanna	257,396	71,125	69,755	98.1	1.4
Lancaster	234,717	64,345	60,280	93.7	19.3
Lawrence	105,120	29,000	28,325	97.7	6.4
Lebanon	81,683	22,275	21,680	97.3	11.6
Lehigh	198,207	54,580	54,055	99.0	18.4
Luzerne	392,241	106,510	104,455	98.1	1.5
Lycoming	101,249	29,525	28,910	97.9	0.4
McKean	56,607	16,605	16,180	97.4	0.6
Mercer	111,954	30,915	30,225	97.8	4.3
Mifflin	43,691	12,420	11,700	94.2	0.7
Monroe	33,773	9,495	9,215	97.1	7.2
Montgomery	353,068	92,220	91,100	98.8	37.4
Montour	16,001	3,665	3,565	97.3	1.1
Northampton	185,243	50,490	49,570	98.2	12.7
Northumberland	117,115	32,680	31,935	97.7	0.9
Perry	24,782	6,880	6,560	95.3	2.2
Philadelphia	2,071,605	574,270	563,440	98.1	35.0
Pike	8,425	2,685	2,600	96.8	6.2
Potter	16,810	4,905	4,650	94.8	1.0
Schuylkill	200,577	54,670	53,295	97.5	3.4
Snyder	22,912	6,040	5,725	94.8	1.1
Somerset	81,813	21,930	20,865	95.1	5.0
Sullivan	6,745	1,800	1,695	94.2	2.2
Susquehanna	31,970	8,805	8,375	95.1	1.9
Tioga	35,474	9,890	9,585	96.9	0.4
Union	23,150	5,625	5,385	95.7	1.1
Venango	65,328	17,765	17,150	96.5	2.1
Warren	42,698	11,625	11,325	97.4	1.2
Washington	209,628	57,895	56,015	96.8	7.9
Wayne	28,478	7,830	7,565	96.6	1.5
Westmoreland	313,179	84,915	82,725	97.4	9.7
Wyoming	16,766	4,755	4,545	95.6	0.4
York	202,737	58,520	57,385	98.1	10.6

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

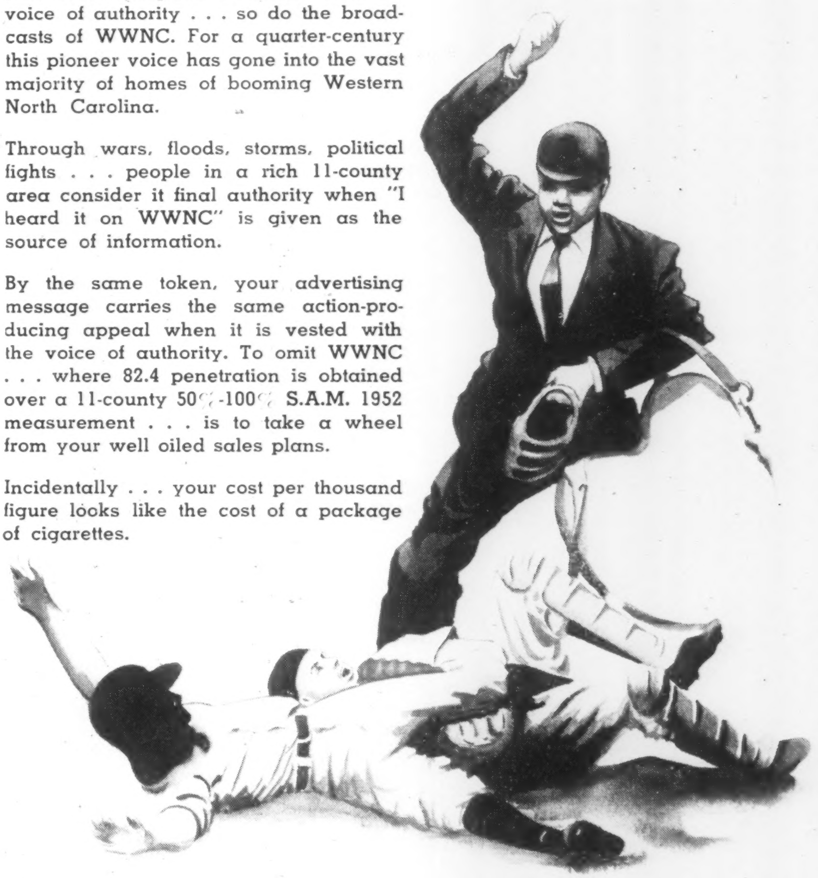
LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
Barnet Breznor, Alexandria, La. (62)	4/2/53 Unknown	....
Minnesota-Iowa Television Co., Austin, Minn. (6)	3/26/53	....
WGEZ-TV Beloit, Wis. (57)	**2/11/53 Fall 1953**	.... **Clark**

Location & Channel	Date Granted & Target for Start	Network Representative
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair
Rudman TV Co., Bismarck N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
Cecil W. Roberts, Bloomington, Ill. (15)	3/4/53 Fall 1953	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
TV Montana, Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac Mich. (13)	4/8/53	....
WTAO-TV Cambridge Mass. (56)	3/11/53 Unknown	....
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	.... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 Summer 1953	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	.... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	.... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	.... Grant
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
TV Columbus, Columbus, Ga. (28)	3/11/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM ....
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	.... Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	.... Everett-McKinney
KTVF (TV) Eugene, Ore. (20)	2/11/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 10/1/53	.... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	.... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 5/15/53	.... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	.... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	.... Holman
WNCT (TV) Greenville, N. C. (9)	3/11/53 9/1/53	.... Pearson
Grenco Inc., Green-Wood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHMO-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
Turner-Farrar Assn., Harrisburg, Ill. (22)	3/11/53 Unknown	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 May-June	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 Late 1953	ABC ....
Empire Coil Co., Indianapolis, Ind. (67)	3/26/53	....
Marion Radio Corp., Indianapolis, Ind. (26)	3/26/53	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTRE-TV Lufkin, Tex. (9)	3/11/53 11/1/53	.... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	....
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	.... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....

Location & Channel	Date Granted & Target for Start	Network Representative
Southern Oregon Bcstg Co., Medford, Ore. (5)	3/4/53 Unknown	....
KTYL-TV Mesa, Ariz. (12)	2/18/53 4/26/53	...... Avery-Knodel
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	.... Gill & Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	CBS, DuM Walker-N.Y.; Holman-Cgo.

Location & Channel	Date Granted & Target for Start	Network Representative
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	.... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 5/18/53	.... Bolling
WMRY-TV New Orleans, La. (26)	4/2/53 Fall 1953	.... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 Unknown	....



SPOKEN WITH THE VOICE OF

Authority!

Just as the Umpires' decisions echo the voice of authority . . . so do the broadcasts of WWNC. For a quarter-century this pioneer voice has gone into the vast majority of homes of booming Western North Carolina.

Through wars, floods, storms, political fights . . . people in a rich 11-county area consider it final authority when "I heard it on WWNC" is given as the source of information.

By the same token, your advertising message carries the same action-producing appeal when it is vested with the voice of authority. To omit WWNC . . . where 82.4 penetration is obtained over a 11-county 50%-100% S.A.M. 1952 measurement . . . is to take a wheel from your well oiled sales plans.

Incidentally . . . your cost per thousand figure looks like the cost of a package of cigarettes.

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C.

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Location & Channel	Date Granted & Target for Start	Network Representative
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
Okla. County TV & Bcstg. Co., Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
J. D. Manly, Panama City, Fla. (7)	3/11/53 Unknown	....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	.... Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/52 August	.... Headley-Reed
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS ....
KWIK-TV Pocatello, Idaho (10)	2/26/53 Spring 1954	.... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y.; Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
Genesee Valley TV Corp., Rochester, N. Y. (27)	4/2/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 7/15/53	.... Weed
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	.... Gill & Perna
Utah Bcstg. & Television Corp., Salt Lake City, Utah (2)	3/26/53	....
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 June	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	.... Pearson
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	CBS ....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 Unknown	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	.... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair-TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Unknown	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 May	.... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Unknown	....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
Southern Ida. Bcstg. & TV Co., Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Late Summer '53	.... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM ....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	.... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
J. Steventon, Yuba City, Calif. (52)	3/11/53 Unknown	....

ACTIONS OF THE FCC

April 2 through April 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc—megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Station Authorizations as of March 31, 1953 *

	AM	FM	TV
Licensed (all on air)	2,405	573	101
CPs on air	19	33	†63
Total on air	2,424	607	†164
CPs not on air	133	21	255
Total authorized	2,557	628	419
Applications in hearing	92	1	64
New station requests	250	7	639
Facilities change requests	177	41	19
Total applications pending	973	112	740
Licenses deleted in March	0	4	0
CPs deleted in March	3	1	0

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

• • •

AM and FM Summary through April 7

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,425	2,408	154	247	94
FM	607	573	54	7	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	112	213	325
Educational	2	12	14

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on Air	135	19	154

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	770	337	606	494	1,097[1]
Educational	42		28	15	43
Total	812	337	634	509	1,140[2]

[1] One applicant did not specify channel.

[2] Includes 339 already granted.

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Note: Processing of uncontested TV applications has been extended through both the Group A-2 and Group B city priority lists.

New TV Stations . . .

Decisions

Alexandria, La.—Barnet Brezner, granted uhf Ch. 62 (758-764 mc); ERP 21.5 kw visual, 11.5 kw aural; antenna height above average terrain 640 ft., above ground 620 ft. Estimated construction cost $178,584, first year operating cost $137,540, revenue $180,000. Post office address 2833 Lee St., Alexandria, La. Studio location Fourth and Marsh Streets. Transmitter location 4.5 mi. NE of Alexandria. Geographic coordinates 31° 21′ 18″ N. Lat., 92° 23′ 09″ W. Long. Transmitter and antenna RCA. Legal counsel John P. Hearne, Hollywood. Consulting engineer Harry R. Lubcke, Hollywood. Sole owner of applicant is **Barnet Brezner,** Alexandria (La.) general contractor, and 50% owner of Red River Construction Co. (general contractors), Shreveport, La. City priority status: Gr. A-2, No. 131. (BPCT-1469). Granted April 2.

New Orleans, La. — CKG Television Co. (WMRY), granted uhf Ch. 26 (542-548 mc); ERP 100 kw visual, 54 kw aural; antenna height above average terrain 330 ft., above ground 356 ft. Estimated construction cost $283,684, first year operating cost $245,000, revenue $250,000. Post office address 505 Melrose Bldg., Houston, Tex. Studio location 2107 Dryades St. Transmitter location on Whitney Road, ¼ mi. south of Hamilton St. at transmitter site of WMRY (AM). Geographic coordinates 29° 54′ 30″ N. Lat., 90° 02′ 26″ W. Long. Transmitter and antenna GE. Legal counsel A. L. Stein, Washington. Consulting engineer L. J. N. duTreil & Assoc., New Orleans, La. Principals incdlude President **Lester Kamin** (11%), sole owner of Kamin Adv. Agency, Houston, Tex., 25% owner of WMRY New Orleans and 25% owner of KCIJ Shreveport, La.; Vice President **Pat Coon** (11%), partner in Dallas (Tex.) law firm of Clark, Coon, Holt & Fisher, and 25% owner of both WMRY and KCIJ, and Secretary-Treasurer **Billy B. Goldberg** (11%), Houston (Tex.) attorney, and 25% owner of both WMRY and KCIJ. There are 17 other Shreveport stockholders. (BPCT-1474). Granted April 2. City priority status: Gr. B-4, No. 184.

New Orleans, La.—Community Television Corp., granted uhf Ch. 32 (578-584 mc). ERP 85 kw visual, 48 kw aural; antenna height above average terrain 470 ft., above ground 494 ft. Estimated construction cost $285,894, first year operating cost $240,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans. Studio and transmitter location: 327-353 South Rampart St. Geographical coordinates: 29° 57′ 07.4″ N. Lat., 90° 04′ 29.3″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel D. F. Prince, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Jules J. Paglin** (12¾%); Vice President **Stanley W. Ray Jr.** (9¼%) and Treasurer **Milton Adler** (2½%). Messrs. Paglin and Ray own 50% each of WBOK New Orleans, 42½% each of KAOK Lake Charles, La., and are applicants for new AM station in Baton Rouge, La. City priority status: B-4, No. 184. (BPCT-1387). Granted April 2,

Cadillac, Mich—Sparton Bcstg. Co. Granted vhf Ch. 13 (210-216 mc); ERP 290 kw visual, 145 kw aural; antenna height above average terrain 1440 ft., above ground 1,080 ft. Estimated construction cost $469,014, first year operating cost $265,440, revenue $290,000. Post office address 2301 E. Michigan Ave., Jackson, Mich. Studio location 415 N. Mitchell St., Cadillac. Transmitter location R. R. No. 1. Geographic coordinates 44° 08′ 14″ N. Lat., 85° 20′ 51″ W. Long. Transmitter and antenna FTL. Legal counsel Henderson, Quail, Schneider & Pierce, Cleveland. Consulting engineer Scharfeld, Jones & Baron, Washington. Owner is **Sparks-Withington Co.,** Jackson, Mich. Officers include President **John J. Smith,** Secretary-Treasurer **Harold M. Johnston,** and Vice President **Leland T. Matthews,** who hold same offices with Sparks-Withington, manufacturer of TV cabinets, auto parts. City priority status: Gr. A-2, No. 510. (BPCT-1597). Granted April 8.

New Brunswick, N. J.—Home News Publishing Co., granted uhf Ch. 47 (668-674 mc), ERP 87 kw visual, 49 kw aural; antenna height above average terrain 430 ft. Estimated construction cost $212,200, first year operating cost $180,000, revenue $200,000. Studio location 137 Church St., New Brunswick. Transmitter location W. side State Highway # 25, ¼ mi. North of Raritan River. Geographic coordinates 40° 29′ 42″ N. Lat., 72° 24′ 50″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Applicant is licensee of WDHN (FM) New Brunswick. Principals include President **Elmer B. Boyd** (58%), president and 89% owner of Colonial Homesites, New Brunswick (real estate development), and vice president of Flako Products Corp., New Brunswick (food products manufacturing); Treasurer **Hugh N. Boyd** (18%); **Kathleen Boyd Martin** (15%), and **Ruth Boyd Talbot** (9%). Applicant publishes *New Brunswick Home News, Metuchen Recorder* and *Linden* (N. J.) *Observer.* Address: 127 Church St., New Brunswick, N. J. City priority status: Group B-1, No. 138. (BPCT-597). Granted April 2.

Rochester, N. Y.—Genesee Valley Television Co., granted uhf Ch. 27 (548-554 mc); ERP 265 kw visual, 135 kw aural; antenna height above average terrain 440 ft., above ground 494 ft. Estimated construction cost $415,000, first year operating cost $300,000, revenue $300,000. Post office address ℅ Schine Chain Theatres, 40 N. Main St., Gloversville, N. Y. Studio location to be determined. Transmitter location: Pinnacle Hill, Brighton, N. Y. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer A. D. Ring & Co., Washington. Grantee is owned 50% by Schine Chain Theatres and 50% by owners of WRNY Rochester, former competitor for Ch. 27. Officers include: Chairman of Board J. Myer **Schine**; President **Stanley J. Bachman** (25%), part owner WRNY; Vice President Louis W. **Schine**; Treasurer **Bernard S. Bachman** (25%), part owner WRNY; Secretary **Howard M. Antevil**; and Directors **William Graham** and **William J. Miller**. City priority status: Gr. B-4, No. 191. (BPCT-1378). Granted April 2.

Providence, R. I.—New England Television Co. of Rhode Island, granted uhf Ch. 16 (482-488 mc); ERP 210 kw visual, 115 kw aural; antenna height above average terrain 520 ft., above ground 453 ft. Estimated construction cost $291,800 first year operating cost $275,000 revenue $280,000 Post office address 514 Industrial Trust Bldg., Providence 3, R. I. Studio location to be determined. Transmitter location on Pine Street, near intersection of Pine St. and Homestead Ave. Geographic coordinates 41° 52′ 27″ N. Lat., 71° 17′ 56″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Abraham Belilove, Providence. Consulting engineer J. Gordon Keyworth, Williamstown, Mass. Principals include President **George Gerber** (2/7), retail jeweler; Vice President **Samuel Hamin** (2/7), jewelry mfr.; Vice President **John Dunne** (1/7), automobile distributor, and **Alfred DeMaris** (1/7), bus transportation. City priority Group B-5, No. 206. (BPCT-1597). Granted April 8.

Greenwood, S. C.—Grenco Inc. (WCRS), granted uhf Ch. 21 (512-518 mc); ERP 93 kw visual, 50 kw aural; antenna height above average terrain 440 ft., above ground 374 ft. Estimated construction cost $168,448, first year operating cost $74,800, revenue $96,000. Post office address P. O. Box 868, Greenwood. Studio and transmitter location William St. Geographic coordinates 34° 12′ 5.198″ N. Lat., 82° 10′ 3.339″ W. Long. Transmitter and antenna RCA. Consulting engineer Palmer A. Greer, Fairforest, S. C. Principals include President and Treasurer **Douglas Featherstone** (86.96%) and Secretary **C. A. Mays** (13.04%). City priority group A-2, No. 384. (BPCT-1536). Granted April 8.

Call Letters Assigned

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. (KHSL), vhf Ch. 12.

KFSD-TV San Diego, Calif.—Airfan Radio Corp. (KFSD), vhf Ch. 10.

KVEC-TV San Luis Obispo, Calif.—Valley Electric Co. (KVEC), vhf Ch. 6.

KAGR-TV Yuba City, Calif.—John Steventon, uhf Ch. 52.

WINK-TV Fort Myers, Fla.—Fort Myers Bcstg. Co. (WINK), vhf Ch. 11.

WMAZ-TV Warner Robins (Macon), Ga.—Southeastern Bcstg. Co. (WMAZ Macon), vhf Ch. 13.

KFXD-TV Nampa, Ida.—Frank E. Hurt & Son Inc. (KFXD), vhf Ch. 6.

KLIX-TV Twin Falls, Ida.—Southern Idaho Bcstg. & TV Co. (KLIX), vhf Ch. 11.

WIND-TV Chicago—Johnson-Kennedy Radio Corp. (WIND), uhf Ch. 20.

WRAY-TV Princeton, Ind.—Princeton Bcstg. Co. (WRAY), uhf Ch. 52.

WMRI-TV Marion, Ind.—Chronicle Pub. Co. (WMRI-FM), uhf Ch. 29.

WBOC-TV Salisbury, Md.—Peninsula Bcstg. Co. (WBOC), uhf Ch. 16.

WTAO-TV Cambridge, Mass. — Middlesex Bcstg. Corp. (WTAO), uhf Ch. 56.

WCBI-TV Columbus, Miss.—Birney Imes Jr. (WCBI), uhf Ch. 28.

KGVO-TV Missoula, Mont. — Mosby's Inc. (KGVO), vhf Ch. 13.

KLAS-TV Las Vegas, Nev.—Las Vegas TV Inc. (KLAS), vhf Ch. 8.

WOCN (TV) Atlantic City, N. J.—Matta Enterprises, uhf Ch. 52.

KGGM-TV Albuquerque, N. M.—New Mexico Bcstg. Co. (KGGM), vhf Ch. 13.

WHEC-TV Rochester, N. Y. — WHEC Inc., share-time on vhf Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.

WVET-TV Rochester, N. Y.—Veterans Bcstg. Co. (WVET), share-time on vhf Ch. 10. Effective date of grant has been postponed pending hearing stemming from protest from WSAY Rochester.

WNCT (TV) Greenville, N. C. — Carolina Bcstg. System Inc. (WGTC), vhf Ch. 9.

WHKP-TV Hendersonville, N. C. — Radio Hendersonville Inc. (WHKP), uhf Ch. 27.

WPAQ-TV Mt. Airy, N. C.—Ralph D. Epperson (WPAQ), uhf Ch. 55.

KFYR-TV Bismarck, N. D.—Meyer Bcstg. Co. (KFYR), vhf Ch. 5.

WCHA-TV Chambersburg, Pa. — Chambersburg Bcstg. Co. (WCHA), uhf Ch. 46.

KTRE-TV Lufkin, Tex.—Forest Capital Bcstg. Co. (KTRE), vhf Ch. 9.

WSVA-TV Harrisonburg, Va. — Shenandoah Valley Bcstg. Corp. (WSVA), vhf Ch. 3.

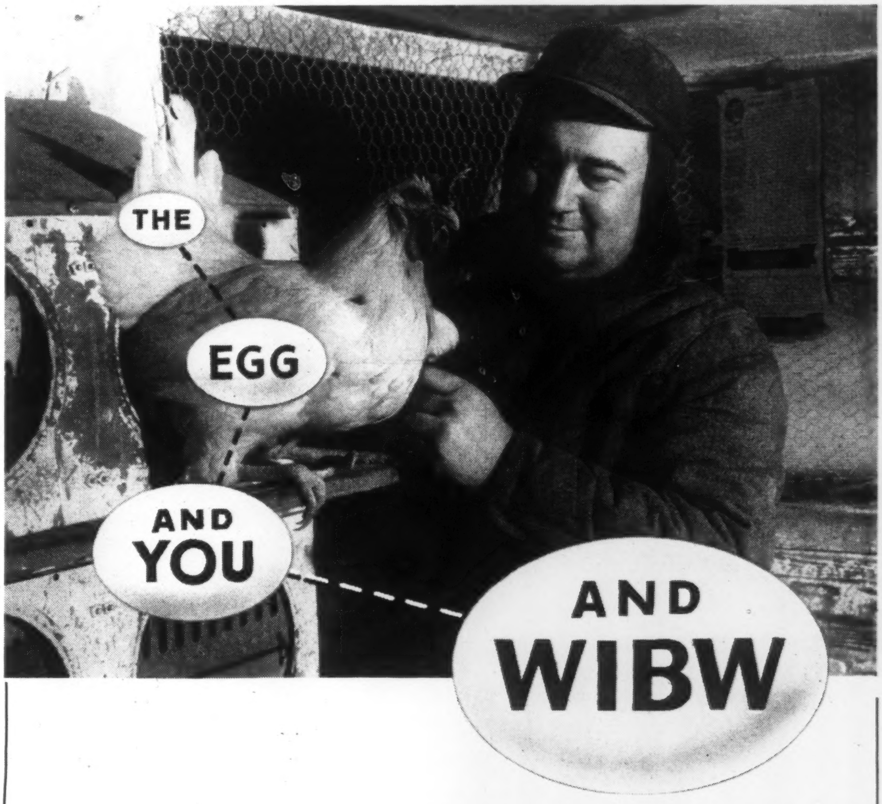
WKNA-TV Charleston, W. Va.—Joe L. Smith Jr. Inc. (WKNA), uhf Ch. 49.

Applications

Stamford, Conn. — Stamford-Norwalk Television Corp., uhf Ch. 27 (548-554 mc); ERP 19.487 kw visual, 11.034 kw aural; antenna height above average terrain 240.57 ft., above ground 374.44 ft. Estimated construction cost $156,937, first year operating cost $150,000, revenue $75,000. Post office address Washington Loan & Trust Bldg., Washington. Studio and transmitter location 1 Bank St., Stamford. Geographic coordinates 41° 03′ 10.1″ N. Lat., 73° 32′ 27.1″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Wendell Lund, Washington. Consulting engineer John H. Mullaney, Washington. Principals include President **Prentiss M. Brown** (42.5%), attorney and chairman of board, Detroit Edison Co.; Vice President **Vincent M. Gaughan** (15%), attorney and secretary-treasurer and one-third owner of WBES-TV Buffalo; and Wendell Lund (42.5%), Washington attorney. City priority status: Gr. B-1, No. 37. Filed April 7.

Cedar Rapids, Iowa—Cedar Rapids Television Corp., uhf Ch. 20 (506-512 mc); ERP 184 kw visual, 92 kw aural; antenna height above average terrain 505 ft., above ground 490 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address ℅ George Becker, 270 Park Ave., New York. Studio location to be determined at Cedar Rapids. Transmitter location State Rt. 150, 3 mi. N of city limits. Geographic coordinates 42° 2′ 18″ N. Lat., 91° 40′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm and former director of ABC; Vice President **Robert P. McDeVitt**, partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%), 60% owner Graphics Institute, New York. Minority local ownership proposed. Same group also filed for LaCrosse, Wis. City priority status: Gr. A-2, No. 49. Filed April 3.

Honolulu, Hawaii—American Bcstg. Stations, vhf Ch. 4 (66-72 mc); ERP 58.1 kw visual, 29.05 kw aural; antenna height above average terrain



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CBS RADIO

TOPEKA, KANSAS

1741 ft., above ground 183 ft. Estimated construction cost $368,873, first year operating cost $375,000, revenue $400,000. Post office address Barr Bldg., Washington. Studio location 1080 Ala Moana, Honolulu. Transmitter location 0.4 mi. N of Tantalus Dr. atop Mt. Tantalus. Geographic coordinates 21° 20′ 22″ N. Lat., 157° 48′ 56″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Helen S. Mark** (59.6%), 5% partner in KJBS San Francisco, treasurer and 50% owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice President **William B. Dolph,** owner of William B. Dolph Productions, Washington radio production and talent agency, 15% partner in KJBS San Francisco; Treasurer **W. L. Shaffer,** Burlington, Kan., oil producer; Secretary **H. J. Jett** (0.2%); and **H. Russell Bishop,** Washington; **F. E. McMillin,** Tulsa, and the **National Metropolitan Bank of Washington,** acting as trustees for **Mary Virginia Mark** (40%). Filed April 7.

Baton Rouge, La.—Southern TV Co. of Baton Rouge, vhf Ch. 2 (54-60 mc); ERP 55.3 kw visual, 27.7 kw aural; antenna height above average terrain 512 ft., above ground 551 ft. Estimated construction cost $388,939, first year operating cost $275,000, revenue $325,000. Post office address 318 Louisiana Ave., Baton Rouge. Studio and transmitter location at intersection of Hammond Hwy. and Bypass 61, Baton Rouge. Geographic coordinates 30° 27′ 07″ N. Lat., 91° 05′ 40″ W. Long. Transmitter and antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals, all local residents, include: President **Jack P. F. Gremillion** (20%), lawyer and formerly interested in WAFB Baton Rouge; Vice President **J. St. Clair Favrot Jr.** (20%), attorney; Secretary **Michael S. Safer** (20), industrialist; Treasurer **Otis M. Pollard** (20%), realtor and contractor; and **C. Kemp Tricou** (20%), furniture dealer. City priority status: Gr. A-2, No. 19. Filed April 7.

Lancaster, Pa.—Harold C. Burke, uhf Ch. 21 (512-518 mc); ERP 18.4 kw visual, 11.1 kw aural; antenna height above average terrain 608 ft., above ground 505 ft. Estimated construction cost $189,669, first year operating cost $190,000, revenue $235,000. Post office address 306 Southway, Baltimore. Studio-transmitter location on public highway 3.6 mi N 284° E from NW corner Lancaster city limits. Geographic coordinates 40° 03′ 41″ N. Lat., 76° 23′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Mr. Burke, until 1952 vice president of WBAL-AM-TV Baltimore, now is television consultant and phonograph record manufacturer and distributor. City priority status: Gr. B-2, No. 150. Accepted April 6.

Philadelphia, Pa. — Patrick Joseph Stanton (WJMJ), uhf Ch. 17 (488-494 mc); ERP 209 kw visual, 104.5 kw aural; antenna height above average terrain 705 ft., above ground 686 ft. Estimated construction cost $436,432, first year operating cost $364,000, revenue $468,000. Post office address 2043 Locust St., Philadelphia. Studio location to be determined. Transmitter location Waverly Rd., Hillcrest, Pa. Geographic coordinates 40° 05′ 30″ N. Lat., 75° 10′ 36″ W. Long. Transmitter and antenna RCA. Legal counsel George Sutton, Washington. Consulting engineer Kear & Kennedy, Washington. Mr. Stanton is owner and operator of WJMJ Philadelphia. City priority status: Gr. B-2, No. 160. Filed April 6.

LaCrosse, Wis.—LaCrosse Television Corp., uhf Ch. 38 (614-620 mc); ERP 183 kw visual, 92 kw aural; antenna height above average terrain 355 ft., above ground 165 ft. Estimated construction cost $245,495, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location to be determined at LaCrosse. Transmitter location N of intersection of U. S. 61 and State 35. Geographic coordinates 43° 45′ 21″ N. Lat., 91° 12′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, New York. Consulting engineer McIntosh & Inglis, Washington. Principals include President **William Zeckendorf** (68%), president-chairman and principal owner of Webb & Knapp Inc., New York real estate and construction firm, and former director of ABC; Vice President **Robert P. McDevitt,** partner in Pendray & Co., New York advertising and public relations firm; Secretary-Treasurer **George Becker** (28%), New York attorney; **Norman E. Blankman** (2%), New York realtor; and **Herbert C. Rosenthal** (2%), 60% owner Graphics Institute, New York. Minority local ownership. Same group also filed for Cedar Rapids, Iowa. City priority status: Gr. A-2, No. 86. Filed April 3.

Applications Amended

Waterloo, Ind.—Tri-State TV Inc. Amended application for uhf Ch. 15 to add minority stockholders Leopold Francl (10%), grocer, and Elmer Krussell (5%). Transmitter coordinates corrected to 41° 25′ 38.883″ N. Lat., 85° 00′ 57.292″ W. Long. (BPCT-1615). Filed April 2.

Allentown, Pa.—Queen City TV Co. Requests amendment of application for uhf Ch. 39 to change ERP from 284 kw visual and 142 kw aural to 288 kw visual and 144 kw aural; increase antenna height above average terrain from 185 ft. to 714 ft. and relocate studio and transmitter sites respectively from State Hwy. 329, 0.8 mi. from Allentown city limits to 1106-34 Benton St., Allentown, and 403 Savercool Ave., Mountain Hill Heights. New transmitter coordinates: 40° 35′ 53″ N. Lat., 75° 25′ 11″ W. Long. Estimated construction cost revised upward to $771,099; first year operating cost to $600,000, and revenue to $650,000. (BPCT-1001). Filed April 6.

Providence, R. I.—Cherry & Webb Bcstg. Co. Requests amendment of application for vhf Ch. 12 to boost ERP from 50 kw visual and 23 kw aural to 316 kw visual and 158 kw aural. (BPCT-223). Filed April 2.

Canton, Ohio—Stark Bcstg. Corp. Applicant for uhf Ch. 29 seeks name change to Stark Telecasting Corp. (BPCT-949). Filed April 2.

Applications Dismissed

Fresno County, Calif.—Robert M. Schuler et al. (KYNO). At request of attorney, dismissed application for uhf Ch. 47. KYNO has option on 35% interest in proposed station of Ch. 47 competitor J. E. O'Neill. (BPCT-1576). By letter April 1.

Cedar Rapids, Iowa—Davenport Bcstg. Co. (KSTT Davenport). At request of company, dismissed application for vhf Ch. 2. (BPCT-495). By letter April 1.

Baton Rouge, La.—Baton Rouge Bcstg. Co. (WJBO). At request of attorney, dismissed application for vhf Ch. 2 in favor of new application from Louisiana Bcstg. Corp. in which WJBO has 99.4% interest [B●T, April 6]. Air Waves Inc. (WLCS), competitor for Ch. 2, has withdrawn its application and been awarded option for half interest in new company. (BPCT-995). By letter April 1.

Baton Rouge, La.—Air Waves Inc. (WLCS) At request of attorney, dismissed application for uhf Ch. 2. Station has option for equal interest in competitive application of Louisiana TV Bcstg. Corp. [B●T, April 6]. Dismissed April 1.

Great Falls, Mont.—Television Montana. At request of applicant, dismissed application for vhf Ch. 3. By letter April 1.

Abilene, Tex.—Citizens Bcstg. Co. Dismissed application for vhf Ch. 9 at request of attorney. (BPCT-900). Announced April 8.

Existing TV Stations . . .

Decisions

WLWA (TV) Atlanta, Ga.—Granted modification of license to change corporate name from Broadcasting Inc. to Crosley Bcstg. of Atlanta Inc. No change of basic Crosley ownership involved. (BMLCT-16). Granted March 30; announced April 7.

WEHT (TV) Henderson, Ky.—Ohio Valley TV Co. Granted modification of CP to change ERP from 26 kw visual and 13 kw aural to 16 kw visual and 8.7 kw aural; change transmitter and studio location; antenna height above average terrain 590 ft. Granted April 3; announced April 7.

KFAZ (TV) Monroe, La.—Delta TV Inc. Granted modification of CP to change ERP from 77 kw visual and 44 kw aural to 20 kw visual and 10 kw aural; install new transmitters and antenna; antenna height above average terrain 322 ft. Granted April 1; announced April 7.

WNAO-TV Raleigh, N. C.—Sir Walter TV Co. Granted modification of permit to change ERP from 280 kw visual and 145 kw aural to 17.5 kw visual and 8.8 kw aural. Granted April 3; announced April 7.

WHP-TV Harrisburg, Pa.—WHP Inc. Granted special temporary authority to commercial operation on commercial basis on uhf Ch. 55 for period March 28 to Sept. 28. Granted March 27; announced April 7.

KFDA-TV Amarillo, Tex.—Amarillo Bcstg. Co. Granted special temporary authorization to operate on commercial basis on vhf Ch. 10 for period April 1 to Sept. 9. Granted March 30; announced April 7.

KUHT (TV) Houston, Tex.—U. of Houston and Houston Independent School District. Granted modification of permit for noncommercial educational TV station to change ERP from 30 kw visual and 15 kw aural to 48 kw visual and 24 kw aural; antenna height above average terrain 310 ft. (BMPET-9). Granted March 30; announced April 7.

KTNT-TV Tacoma, Wash.—Tribune Pub. Co. Granted modification of permit to change ERP from 29.5 kw visual and 15 kw aural to 125 kw visual and 63 kw aural; antenna height above average terrain 450 ft. (BMPCT-1033). Granted March 30; announced April 7.

Applications

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. Requests modification of CP for uhf Ch. 17 to change ERP from 165 kw visual and 83 kw aural to 96 kw visual and 48 kw aural and relocate transmitter and studio from 237 Main St. and "to be determined," Buffalo, respectively, both to 178 Barton St., Buffalo. Also seeks to install new transmitters and antenna system and make other equipment changes. Antenna height above average terrain 422 ft. (BMPCT-1059). Filed April 8.

WBKZ-TV Battle Creek, Mich.—Booth Radio & TV Stations Inc. Requests mod. of CP for uhf Ch. 64 to change ERP from 123 kw visual and 64.4 kw aural to 118 kw visual and 63.1-kw aural, and other engineering changes. (BMPCT-982). Filed April 7.

WTPA (TV) Harrisburg, Pa. — Harrisburg Bcstrs. Inc. Request modification of CP for uhf Ch. 71 to decrease ERP from 220 kw visual and 110 kw aural to 174 kw visual and 94 kw aural; install new transmitters, antenna system and other equipment, and change antenna height above average terrain from 990 ft. to 987.5 ft. (BMPCT-1057). Filed April 7.

KNUZ-TV Houston, Tex.—KNUZ TV Co. Request mod. of CP for uhf Ch. 39 to change ERP from 100 kw visual and 60 kw aural to 90 kw visual and 50 kw aural; move transmitter and studio from 4702 Austin to Cullen Blvd. at Blodgett Ave., Houston; install new transmitters and change antenna type; increase antenna height above average terrain from 520 ft. to 676 ft. (BMPCT-1046). Filed April 2.

WMTV (TV) Madison, Wis.—Bartell TV Corp. Requests mod. of CP for uhf Ch. 33 to change ERP from 16.5 kw visual and 9.3 kw aural to 17 kw visual and 8.6 kw aural; move studio and transmitter sites from 2047 Winnebago St. and W. Beltline Rd., Madison, respectively, to single location on Rt. 3 near Madison. Also seeks to install new transmitters, make other equipment changes and boost antenna height above average terrain from 434 ft. to 696 ft. (BMPCT-1054). Filed April 2.

New AM Stations . . .

Decisions

Ocala, Fla.—Andrew B. Letson. Granted new AM station, 500 w daytime on 900 kc. Estimated construction cost $16,000, first year operating cost $36,000, revenue $43,000. Mr. Letson is chief owner and general manager of WCNH Quincy, Fla. (BP-8574). Granted April 1.

El Dorado, Kan.—O. A. Tedrick. Granted new AM station on 1360 kc with 500 w daytime. Estimated construction cost $15,725, first year operating cost $37,200, revenue $62,000. Mr. Tedrick is an attorney and part owner of KWOC Poplar Bluff, Mo. (BP-8608). Granted April 1.

Henderson, Nev.—Moritz Zenoff. Granted new AM station on 1400 kc with 250 w full time. Estimated construction cost $16,500, first year operating cost $46,450, revenue $60,000. Mr. Zenoff publishes two weekly newspapers. (BP-8687). Granted April 1.

Jackson, Ohio—Luther M. Jones. Granted new AM station on 1280 kc with 1 kw daytime. Estimated construction cost $23,000, first year operating cost $36,000, revenue $48,000. Mr. Jones is a retired businessman. Granted April 1.

Waynesboro, Pa.—Richard Field Lewis Jr. Granted new AM station on 1380 kc, 1 kw daytime. Subject to condition program tests will not be authorized until WHYL Carlyle, Pa., has commenced program tests on some other frequency; nor will license be issued until WHYL is licensed on another frequency. Mr. Lewis is licensee of WINC Winchester, Va. (BP-8690). Granted April 8.

Chehalis, Wash.—Mid-State Bcstg. Co. Granted permit for new AM station, 1420 kc, 1 kw daytime. Estimated construction cost $18,220, first year operating cost $60,000, revenue $70,000. Principals in applicant include President Glenn E. McCormick (49.6%), president of KSLM Salem, Ore. (50%), Ore. (23.3%); Vice President Paul McElwain (50%), vice president of KSLM (50%) and president of KORE (38.3%); John Kendall, president of KWWB, Walla Walla, Wash., has 0.4 of qualifying stock owned and voted by Mr. McCormick.

Call Letters Assigned

WITY Danville, Ill.—Vermillion Bcstg. Corp. 980 kc, 1 kw unlimited, directional.

KF[illegible]D Fairfield, Iowa—Fairfield Bcstg. & TV Corp. 1570 kc, 250 w daytime.

WARB Covington, La.—A. R. Blossman Inc. 730 kc. 250 w daytime.

KASL Newcastle, Wyo.—Newcastle Bcstg. Co. 1240 kc. 250 w unlimited.

KNWS Waterloo, Iowa—Northwestern Schools-Bible College, College of Liberal Arts, Theological Seminary. Call KBOK formerly assigned. 1090 kc, 1 kw day.

Applications

Bethel, Alaska—Rev. Earl R. Shay, 930 kc, 105 w, unlimited. Estimated construction cost $1,000 (equipment on hand). Proposes noncommercial station to operate 14-30 hrs. weekly. Applicant is missionary-pastor of Moravian Church. Address: Box 1671, Bethel. Filed April 6.

Shreveport, La.—S. A. Chesley tr/as Shreveport Bcstg. Co., 1480 kc, 1 kw daytime. Estimated construction cost $17,000, first year operating cost $48,000, first year revenue $72,000. Mr. Chesley is former national sales manager of KTBS Shreveport. Filed March 31.

Washington, Kan.—Charles W. Bullimore. Resubmitted application for new AM station, 1270 kc, 500 w daytime. Applicant owns electric appliance store. Filed March 20.

Sheboygan, Wis.—Lake Shore Bcstg. Co. Resubmitted application for new AM station, 800 kc, 250 w daytime. Estimated construction cost $11,955, first year operating cost $48,000, revenue $48,000. Principals in applicant include President David A. Bensman (60%), Secretary-Treasurer Rose Bensman (wife) (30%) and two 5% stockholders. Mr. and Mrs. Bensman are co-owners of a radio-record store and record manufacturer. (BP-8808). Filed March 16.

Application Amended

Frankfort, Ind.—Charles Vandever, Stephen P. Bellinger and Roland J. DeMaree d/b as Radio Frankfort. Requests amendment of application for 250 w daytime station on 1570 kc to remove Mr. DeMaree from partnership and add Joel W. Townsend, Ben H. Townsend, Morris E. Kemper, T. Keith Coleman and Jack H. Wiedmann. (BP-8645). Filed March 23.

Application Dismissed

Knoxville, Tenn.—Marvin I. Thompson. At request of applicant, dismissed bid for new AM station, 1 kw daytime on 800 kc. (BP-8644). Dismissed March 31.

Existing AM Stations . . .

Decisions

KPOL Los Angeles—Coast Radio Bcstg. Corp. Granted increase in power from 5 kw to 10 kw, operating daytime on 1540 kc. Granted April 1.

KEAR San Mateo, Calif.—Bay Radio Inc. Granted increase in power from 1 kw to 10 kw, operating full time on 1550 kc, directional day and night. (BP-8514). Granted April 1.

KDON Santa Cruz, Calif.—Charles Blackwood Grant. Granted move of main studio to Salinas, Calif., operating with present assignment of 5 kw fulltime on 1460 kc, directional. KDON will continue to maintain studios at Santa Cruz and Long Beach. (BML-1528). Granted April 1.

WKDO Chattahoochee, Fla.—Tiger River Corp. Granted permit to replace expired CP for new AM station, 1380 kc, 500 w daytime (BP-8805). Granted April 1.

WKMF Flint, Mich.—WKMH Inc. Granted authority to remain silent for additional period of 30 days from April 4. Assigned 1 kw full time on 1470 kc. Granted April 3; announced April 7.

KWIL Albany, Ore.—Central Willamette Bcstg. Co. Granted change from 250 w full time on 1240 kc to 1 kw full time on 790 kc, directional day and night. (BP-8539). Granted April 1.

WBUT Butler, Pa.—Eagle Printing Co. Granted change from 1580 kc to 1050 kc, operating with present power 500 w daytime, directional. (BP-8586). Granted April 1.

WRNO Orangeburg, S. C.—WRNO Inc. Granted change from 1450 kc, 250 w unlimited to 1150 kc, 500 w-night, 5 kw-day, directional day and night, full time. Granted April 8.

KVOU Uvalde, Tex.—Uvalde Bcstrs. Granted CP to change frequency from 1450 kc to 1400 kc. Assigned 250 w unlimited. (BP-8690). Granted April 8.

Station Deleted

WILB Williamsburg, Va.—Williamsburg Radio Co. Canceled permit (BP-7729) and deleted call letters of new AM station on 740 kc, 500 w daytime. Deleted April 2.

Applications

WHBS Huntsville, Ala.—Huntsville Times Co. Requests CP to modify daytime directional antenna pattern (1550 kc). Filed April 7.

KXXL Monterey, Calif.—S. A. Cisler. Requests change from 500 w daytime to 1 kw unlimited, and for approval of transmitter and antenna location; directional day and night (560 kc). Filed April 7.

WGBA Columbus, Ga.—Georgia-Alabama Bcstg. Corp. Requests frequency change from 1460 kc to 540 kc, power increase from 1 kw to 50 kw and change transmitter location and install new transmitter and directional antenna. Filed April. 1,

WACL Waycross, Ga. — Teletronics Inc. Requests CP to change directional antenna system on 570 kc. Filed April 7.

KLIL Esterville, Iowa — Esterville Bcstg. Co. Requests power increase from 100 w to 250 w, operating fulltime 1340 kc. Filed April 7.

WWPF Palatka, Fla.—J. E. Massey and L. C. McCall d/b as Palatka Bcstg. Co. request CP to change facilities from 800 kc, 500 w daytime to 1260 kc, 500 w unlimited. Also seeks to install

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directional antenna for nighttime and change antenna system. (BP-8740). Filed March 27.

WSTR Sturgis, Mich.—WSTR Inc. Application for change from 500 w daytime to 250 w unlimited amended also to request change of frequency from 1240 to 1230 kc. Filed April 1.

KIYI Shelby, Mont.—Tri-County Radio Corp. Application to change from 1230 kc to 1240 kc, operating with 250 w fulltime. Filed April 8.

KALM Alton, Mo.—Robert Neathery. Application to change transmitter site from Alton to Thayer, Mo., and to specify main studio location as West Plains, Mo., instead of Alton. Assigned 1290 kc, 1 kw daytime. Filed April 6.

KTXJ Jasper, Tex.—Joe H. Tonahill and Joe J. Fisher d/b as Jasper Bcstg. Co. Request CP to change facilities from 250 w unlimited on 1240 kc to 500 w daytime on 1350 kc. Also seeks to install new transmitter and change antenna system. Filed March 31.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. Application for reduction in power from 500 w to 250 w and for change of transmitter and studio location from Hartford to Fort Atkinson, Wis. (1540 kc). (BP-8825). Filed March 31.

New FM Stations . . .

Decision

Griffin, Ga.—Radio Station WKEU (WKEU). Granted CP for new Class B FM station on Ch. 271, ERP 1.75 kw; antenna height above average terrain 310 ft. Granted April 8.

Call Letters Assigned

WSTR-FM Sturgis, Mich.—WSTR Inc. (WSTR), Class A, Ch. 276 (103.1 mc), ERP 0.67 kw.

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Custom-Built Equipment
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Application

Los Angeles, Calif.—A. A. Crawford. Requests new FM station on Class B Ch. 254 (98.7 mc), ERP 50 kw. Applicant is Beverly Hills music store owner. He buys equipment of KMGM (FM), now deleted, for $30,000. (BPH-1841). Filed March 31.

Existing FM Stations . . .

Decisions

WAKR-FM Akron, Ohio—Summit Radio Corp. Granted change of ERP from 29 kw to 4.4 kw, antenna from 295 ft. to 260 ft. Assigned Class B Ch. 248 (97.5 mc). (BMPH-4814). Granted April 8.

WKJF-FM Pittsburgh, Pa. — Agnes J. Reeves Greer. Granted change of ERP from 20 kw to 40 kw and antenna from 500 ft. to 470 ft. Assigned Class B Ch. 229 (93.7 mc). (BPH-1839). Granted April 8.

WNAO-FM Raleigh, N. C.—Sir Walter TV Co. Granted permit to change type of antenna, change ERP from 47 kw to 30 kw and change antenna height above average terrain from 460 ft. to 420 ft. Assigned Ch. 241 (96.1 mc). Granted March 31; announced April 7.

WHBS-FM Huntsville, Ala.—Huntsville Times Co. Granted change of ERP from 16 kw to 26 kw. Assigned Class B Ch. 236 (95.1 mc). (BPH-1838). Granted April 8.

WBBM-FM Chicago, Ill.—Columbia Bcstg. System. Granted change of ERP from 13 kw to 10.5 kw and antenna height from 590 ft. to 560 ft. Assigned Class B Ch. 246 (97.1 mc). (BPH-1840). Granted April 8.

Station Deleted

KMGM (FM) Los Angeles—Metro-Goldwyn-Mayer Studios Inc. Granted request to cancel permit and dismiss application for license. Deleted FM station assigned Class B Ch. 254 (98.7 mc), ERP 49 kw. Deleted March 30; announced April 7.

Ownership Changes . . .

Decisions

KPLN Camden, Ark.—Granted assignment of permit from Leo Howard tr/as Mid-South Bcstg. Co. to D. R. James Jr., 3% stockholder in KELD El Dorado, Ark, for consideration fo $19,600 and all expenses incurred since Oct. 1, 1952. Comrs. E. M. Webster and Frieda B. Hennock dissented. (BAP-178). Granted April 1.

KYNO Fresno, Calif.—Granted assignment of license from Robert Schuler, Sheldon Anderson, Lester Eugene Chenault and Bert Williamson d/b as Radio KYNO, The Voice of Fresno, to new partnership of same name and principals excepting Mr. Anderson, who sells his 15% holding to remaining three for $35,000. (BAL-1519). Granted March 20; announced April 7.

KCOK Tulare, Calif.—Granted assignment of license from Geneva Anderson and Rosalie C. Anderson, executors of estate of Herman Anderson, deceased, to Sheldon Anderson in compliance with decree of Superior Court of State of Calif., Tulare County, in accord with will of deceased. (BAL-1514). Granted April 1.

WFTL Ft. Lauderdale, Fla. — Gore Pub. Co. Granted voluntary assignment of license to **Tri-County Bcstg. Co.** Involves setting up new corporation including **Gore Pub. Co.** (78.57%) and **Noran E. Kersta** (21.43%). Involves purchase of 150 shares common stock by Mr. Kersta for consideration of $15,000. Mr. Kersta is presently owner of Noran E. Kersta Co., radio and TV consultants in Garden City, N. Y. Gore Pub. Co. holds CP for a new TV station on uhf Ch. 23, Ft. Lauderdale. (BAL-1515; BAPCT-38). Granted April 8.

WHWD Hollywood, Fla. — Circle Bcstg. Corp. Granted voluntary transfer of control (50.4%) to **Roy M. Greene.** Involves purchase of 126 shares of stock from Mrs. Ralph G. Tanner, Ralph G. Tanner Jr., and Clyde H. Whaley for consideration of $15,000. (BTC-1460). Granted April 8.

KWSK Pratt, Kan.—Clem Morgan and **Robert E. Schmidt,** a partnership, doing business as the **Pratt Bcstg. Co.** Granted voluntary assignment to one partner, **Clem Morgan.** Consideration $2,813.27. Mr. Schmidt, the retiring partner, has acquired minority interest in licensee of KAYS Hays, Kan., where he will remain. (BAL-1518). Granted April 8.

WXOK Baton Rouge, La.—Granted assignment of license from co-partners Jules J. Paglin and Stanley W. Ray Jr. d/b as Capital City Bcstg. Co. to WXOK Inc., new corporation of same owners. (BAL-1522). Granted April 3; announced April 7.

WSSO Starkville, Miss.—Granted involuntary assignment of license from Grady Imes, James P. Hartness, C. C. Hollinshead and Joe Phillips d/b as Starkville Bcstg. Co. to same group but with Ruth Hartness as executrix of estate of James Hartness, deceased. (BAL-1524). Granted April 1; announced April 7.

KBIM Roswell, N. M.—Theodore Rozzell and **William Paul Brown,** d/b as Radio Station KBIM. Granted voluntary assignment of CP to Messrs. **Rozzell, Brown** and **Vernon Newton Hughes,** d/b as Radio Station KBIM. Mr. Hughes will receive 5% interest, no monetary consideration. He has been chief engineer at KICA Clovis, N. M. (BAP-194). Granted April 8.

WCIN Cincinnati, Ohio—Granted assignment of permit from New York Technical Institute of Cincinnati Inc. to Robert W. Rounsaville for amount expended thus far, $15,646.95. Mr. Rounsaville owns WBAC Cleveland, Tenn.; WBEJ Elizabethton-Johnson City, Tenn.; WQXI Atlanta, Ga.; WLOU Louisville. (BAP-189). Granted April 1.

WAZL-TV Hazleton, Pa.—Granted assignment of permit from Hazleton Bcstg. Co. to Hazleton TV Corp. Separates TV from AM. No change of principals. Granted April 3; announced April 7.

WKOK-AM-FM Sunbury, Pa.—Granted involuntary acquisition of control of Sunbury Bcstg. Corp., licensee, by Basse A. Beck, individually and as administrator of estate of his father, George W. Beck, deceased, through transfer of 25 sh. (25%) from deceased. Basse Beck already owns 37.5%. (BTC-1465). Granted April 1; announced April 7.

WBIR-AM-FM Knoxville, Tenn.—Granted consent to relinquishment of control of radio station WBIR Inc., licensee, by Gilmore N. Nunn. Mr. Nunn, 52% owner, sells 22% interest and J. Lindsay Nunn sells entire 23% holding to Radio Cincinnati Inc. and Mr. and Mrs. Robert Ashe. Price: $65,325. Taft-family owned Radio Cincinnati, licensee of WKRC-AM-FM-TV Cincinnati and owner WTUN (TV) Columbus, increases holding from 20% to 30%. Ashes, new to radio, acquire 30%. Filed in early March [B•T, March 16]. (BTC-1462). Granted April 8.

KTHT Houston, Tex.—Roy Hofheinz. Granted voluntary assignment of license to **Texas Radio Corp.** Involves change from individual to corporation for tax purposes. (790 kc); (BAL-1516). Granted April 8.

KJAM Vernal, Utah—James C. Wallentine, tr/as **Uintah Bcstg. Co.** Granted voluntary assignment of license to **Uintah Bcstg. & TV Co.** Consideration 40,175 shares $1.00 par stock. Assignee includes Mr. Wallentine (82.35%), and others, including **Howard D. Johnson,** president of KNAK Salt Lake; **Leland Elwin Walker,** manager KJAM, and **G. Stanley Brewer,** principal owner of KOPP Ogden, Utah. (BAL-1517). Granted April 8.

Applications

Little Rock, Ark.—Wrather, Hill & Alvarez. Requests amendment to change name to Little Rock TV Corp. Maria Helen Alvarez would withdraw as principal with her interest to be transferred to six local minority stockholders. Corporation officers would be: President J. D. Wrather Jr. (50%); Vice President and Treasurer John B. Hill (25%); and Secretary A. C. Gannaway Sr. (5%). (BPCT-1054). Filed March 25.

KECA-TV Los Angeles, Calif.—American Bcstg. Co. Requests name change of licensee to American Bcstg.-Paramount Theatres Inc. (BPCT-1424). Filed April 2.

WOOW New Bern, N. C.—Craven Bcstg. Co., co-partnership of Luke H. Wetherington, L. T. Grantham and David Hardison, requests voluntary assignment of CP to Craven Bcstg. Co., a new corporation. Under the plan, Mr. Hardison would sell his one-third interest for $1,000 to the other principals, who are 50% stockholders in the corporation. Filed April 1.

KOGT Orange, Tex.—Sabine Bcstg. Corp. M. L. Jacobs, Albert Plettman and Hadassah Jacobs, last individually and as executrix of estate of Jacob Jacobs, request voluntary transfer of negative control to Edwin T. Lovelace Jr., executive vice president and general manager of station, for consideration of $3,000. Contract showed KOGT indebtedness of $36,350. Filed April 2.

Applications Dismissed

KGIB Bremerton, Wash.—Kitsap G. I. Bcstrs. Dismissed application for assignment of permit to Chester J. Stuart. (BAP-172). Announced April 2.

KIBL Beeville, Tex.—V. L. Rossi and John D. Rossi d/b as Bee Bcstg. Co. Dismissed application for assignment of license to V. L. Rossi. (BAL-1513). Announced April 2.

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Help Wanted

Managerial

Manager needed immediately for remote studio in town of eight thousand, 18 miles from 1000 watt station. Must be able to announce. Both one station markets. Salary plus above average commission. Present man making around $300 a month. Potential unlimited. KCRB, Chanute, Kansas. Phone 434.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced aggressive man who can sell in competitive market. Unlimited prospects and earnings, good promotional backing. Pleasant salesmen have big earnings. Independent 1000 watt progressive station with good things to sell. One of America's most interesting cities, 60,000 population and home of a major college. Liberal draw, wonderful future. Send full information first letter. Box 326W, B•T.

Successful southwestern station in single station city 30,000 needs real salesman to head sales staff. Permanent. Excellent opportunity. Box 331W, B•T.

Immediate opening for experienced local salesman for outstanding 50,000 watt station. Compensation commensurate with ability. Send complete details. Box 333W, B•T.

Iowa 5 KW strong network station with excellent Hooperatings needs sound, durable, aggressive salesman. Write Box 334W, B•T.

Hawaii! Excellent opportunity experienced time salesman network station; steady, reliable, permanent. Air mail full details: P.O. Box 1479, Honolulu, Hawaii.

Salesman. Somewhere in the U.S. there is a young salesman who wants to return to eastern Pennsylvania and join a solid independent to build a real future. A go-getter with intelligence will earn real money. Contact Manager, WCOJ, Coatesville, Pa.

Salesman to sell radio and television time on local level for 5,000 watt CBS affiliate. Straight salary with raises based on ability. Year or two's small station experience preferred. Write Personnel Director, WSBT, South Bend, Indiana.

Salesman wanted—Young man who is interested in earning $6000 and up. WXOK, Baton Rouge offers a real opportunity to sell in one of the ten fastest growing markets in America. The station has a successful programming format and is highly saleable. We will pay $325 per month guarantee and 15% commission when you exceed the guarantee plus an annual bonus based on performance. You start with $1000 monthly of billing. We want an aggressive, capable, young man with a proven sales record. Give complete details first letter including past employment record and snapshot. Write "The OK Group," 505 Baronne Street, New Orleans 12, Louisiana.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Announcer-salesman, Florida. Your sales chance. Salary plus commission. Box 111W, B•T.

Announcer-engineer, emphasis on announcing. Starting salary $75.00. Box 297W, B•T.

Announcer-salesman in sportsman paradise. Salary plus commission, housing, air mail photo, disc. Box 307W, B•T.

Want versatile, all-round thoroughly experienced radioman for good musical programs, special events, interviews, good ad lib, etc. Progressive 1000 watt independent in fine major college city of 60,000 in central Kentucky. Pleasant living and working conditions. Send complete information and photo. Box 325W, B•T.

Help Wanted—(Cont'd.)

Salesman-announcer. Good salary plus immediate commission on all new business. Short announcing shift. Upper midwest. Box 327W, B•T.

5,000 watt regional NBC affiliate in deep south desires to procure the services of a young but experienced announcer who is capable of development and the assumption of responsibilities in the future. Send complete information with application including audition disc, picture, educational background, previous experience in radio. Also, salary requirements. Box 328W, B•T.

Experienced, versatile announcer. Texas network affiliate in 17th year. Send audition, photo. Outline background, salary requirements. This may be opportunity you're seeking. Replies acknowledged, auditions returned. Box 332W, B•T.

Michigan indie small city needs licensed announcer. No experience necessary. 44-hour week. $60 start. Box 335W, B•T.

Announcer with first or restricted operator's license. Emphasis on announcing and programming. Independent station in southern Ohio. Box 336W, B•T.

Michigan indie needs two announcer/engineers. No experience necessary. $60 to start. Box 352W, B•T.

Experienced announcer, morning shift Penna. local. Intelligent DJ and all-round announcing. $70 and up. Only replies with auditions considered. Box 370W, B•T.

Help wanted—Experienced announcer and newsman to develop labor beat in growing city of 25,000. Can offer good salary and talent. Contact Box 244, Chillicothe, Ohio, or phone 3-2244.

Desire experienced announcer who can handle general shifts. KFRO, Longview, Texas.

Wanted: Combination man, announcer and engineer with a first class license. Good pay. Contact Radio Station WCDT, Winchester, Tennessee.

Announcer-engineer or straight announcer, must be good. Contact Paul Reid, WCEH, Hawkinsville, Georgia.

5000 watt NBC station losing good announcer to Army and need replacement by May 1st. Send disc, picture, references and letter giving full details. Specify marital and draft status. Address Ray Beals, KVGB, Great Bend, Kansas.

5 kilowatt station northern New England needs two staff announcers to replace personnel transferred to station TV operation. Pay commensurate with ability, good opportunity to grow with expanding operation. Experience desirable but not essential. Full details 1st letter to Program Manager, WABI, Bangor, Maine.

Immediate opening for experienced news man or experienced staff announcer with news experience desiring fulltime news job. Ability to write and report local news and handle special events. Pleasant working conditions, progressive midwestern town. $65.00 per week. Send photo, disc and letter setting forth experience and references. Write Manager, WCSI, Columbus, Indiana.

Hillbilly DJ for morning show, must be sober and willing to work. Good pay and good hours, apply at once to WDKD, Kingstree, S. C.

Experienced newscaster, personality disc-man. Permanent. Base plus talent. Five-day week, liberal company benefits. Send audition, resume including references WENY, Elmira, N. Y.

Combination announcer-engineer wanted for 1 KW independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Combination-man—Ability pays off. Car and interview necessary. Contact WHOK, Lancaster, Ohio.

Help Wanted—(Cont'd.)

Young, single man for new fulltime station. Willing worker; pleasant voice. Experience unnecessary if really wishes to learn. Reply WISP, Kinston, N. C.

Announcer-engineer, first class ticket. Immediate opening. Personal interview required. WKAN, Kankakee, Illinois.

Announcer-DJ. Capable of reading news, commercials and running record shows. Must have station experience. Send complete information and disc. WNXT, Portsmouth, Ohio.

Versatile, sincere announcer. Permanent. Rush tape, resume, photo. WSMI, Litchfield, Illinois.

Staff announcer. Previous announcing and control room operating experience necessary. Send full details, references and audition tape or disc to Merritt Milligan, Radio Station WTAD, Quincy, Illinois.

Wanted: Announcer, all-round man that sells on the air. Write WTTN, Watertown, Wisconsin. Good starting salary.

Technical

Wanted. First class engineer-announcer. Box 810S, B•T.

Wanted, chief engineer 5000 watt midwest directional, AM operation with TV application. Send full particulars including experience and minimum salary expected to Box 133W, B•T.

Wanted: Chief engineer, construction and maintenance. Box 246W, B•T.

Midwest 5000 watt station desires first class experienced combo man. Good pay, good working conditions. New equipment. Box 258W, B•T.

Regional Minnesota station wants first class operator-announcer. Good salary. Box 275W, B•T.

Virginia kw needs engineer. State minimum salary expected. Box 295W, B•T.

Wanted: First class engineer with FM affiliate. Has TV grant. Box 324W, B•T.

Requesting bids to install all equipment small kilowatt. Box 329W, B•T.

Chief engineer for 100 KW VHF TV station. RCA equipment. Construction soon. Man we want probably experienced number two man existing TV station. Write in confidence giving complete details, present salary and expected salary. Box 330W, B•T.

Michigan indie small city needs licensed announcer. No experience necessary. 44-hour week. $60 start. Box 335W, B•T.

Michigan indie needs two announcer/engineers. No experience necessary. $60 to start. Box 352W, B•T.

Urgently need first engineer Indiana station by April 20th. Phone collect if available. Box 355W, B•T.

Immediate opening for first phone transmitter operator. No experience necessary. Box 362W, B•T.

Wanted: 1st phone transmitter engineer. Excellent working conditions and benefits. Car necessary. KAYL, Storm Lake, Iowa.

Have permanent opening transmitter engineer with good future for advancement. No announcing required. KGHF Pueblo, Colorado.

Chief engineer immediate opening. 40-hour week nights and Sundays off. Permanent regular staff. State salary, complete information first letter. KRLN, Canon City, Colorado.

Wanted: First phone transmitter operator, no announcing required, good pay and hours for steady man. 1000 watt ABC affiliate. Apply at once, KSDN, Aberdeen, South Dakota.

Regional daytimer, southeastern Iowa, has opening for chief engineer. Send full data, desired earnings, references, etc. KXGI, Fort Madison, Iowa.

First class operator. Transmitter work, union. Experience not necessary. Permanent. 40 hour 1½ overtime. WAOV, Vincennes, Indiana.

Help Wanted—(Cont'd.)

Transmitter engineer or combo. No experience necessary. 1 KW regional, WDBC, Escanaba, Michigan.

Engineer-announcer with experience. Salary open and commensurate with ability. This is permanent job regardless of FCC action. Want reliable man who would like to settle down. Send references. WEBJ, Brewton, Alabama.

Wanted three, first class, engineers. Prefer experienced men now working in midwest. Car required. Contact Wayne Lovely, WEEK, Peoria, Illinois.

Want experienced engineer-announcer. WFRX, West Frankfort, Illinois.

Midwest-ABC affiliate. Transmitter operator some remotes and recordings. Car necessary. Give full details, first letter. WGEM Quincy, Illinois.

Chief-combo for new fulltime Mutual remote control operation. Announcing important; engineering paramount. Right salary for right man. Reply WISP, Kinston, N. C.

Opening for engineer in AM and television—WKZO-TV, Kalamazoo.

Wanted, engineer with 1st phone and car. Promotion possible for experienced, aggressive man. Metropolitan Washington, D. C. area. WPIK, Alexandria, Virginia.

First class engineer, opportunity in television. $71.50 per 50-hour week. WSON, Henderson, Kentucky.

Immediate opening for transmitter operator. No experience necessary. WWIN, Baltimore, Maryland.

Production-Programming, Etc.

Young, experienced husband-wife team. Man for 6 A.M.-12 Noon announcing shift, Woman to run copy department. Good opportunity at 250 Mutual in East. No car. Send salary requirements, full data. Box 354W, B•T.

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Traffic: Young woman with stenographic experience. Available by May 25th. Give complete details, experience and photo in first letter. Radio KIT, Box 1222, Yakima, Washington.

Young lady—Experienced continuity writer. 1,000-watt NBC affiliate has immediate opening offering exceptional opportunity. TV anticipated. Send sample copy and photo to WFDF, Flint, Michigan.

Good continuity writer wanted by Radio Station WRAP. Send application to 300 Portlock Building, Norfolk, Virginia.

Secretary—Female overseas to engineering director large international radio organization. Single, U. S. citizen, technical station experience. Forward resume, age, education, experience. Personnel Director, Box 753, General Post Office, New York 1, New York,

Situations Wanted

Managerial

Mature manager. Record guarantees results. Strong on sales. 5000 or 250. West preferred. Box 293W, B•T.

Commercial manager. Radio-TV sales rep. Top-flight salesman, now employed UHF station as regional sales manager seeks connection that will fully utilize abilities. Twenty years experience. Radio career includes successful selling of 50,000 watt, leading independent, Mutual station in medium market. Past earnings $7000 to $9000. East preferred. Married. Confidential. Box 309W, B•T.

Four years as general manager of present station desires advancement. Station highly successful. Work only on theory—income must be more than outgo. Family, college graduate, young, ambitious. Box 361W, B•T.

Announcers

Baseball play-by-play announcer, one of nation's best, 7 years experience, excellent voice, highest recommendations, will consider all offers. Box 764S, B•T.

Announcer, intelligent, ambitious, draft-exempt. Single. Prefer small town. References, resume, disc. Box 265W, B•T.

Situations Wanted—(Cont'd.)

Announcer, newscaster, network top news writer, production background. Skilled interviewer, special events, TV news techniques, youth plus university degrees plus experience should net exciting offers. Box 288W, B•T.

Experienced all phases announcer, desires change. Strong news, commercials. References tape. Box 311W, B•T.

Top staff man, five years experience. DJ, special events. Midwest location. $75 minimum. Box 312W, B•T.

Experienced announcer seeking summer position. Operate board. Now employed in metropolitan New York station. Box 319W, B•T.

Manhattan announcer? DJ, seeks steady and permanent position. Will be available May 1. Reply Box 321W, B•T.

Versatile DJ-comedy team, impersonations, characterizations, flubs and ad-libs. Experienced together. Can double in staff. West Coast preferred. Will consider other good offers. Box 322W, B•T.

Desire heavy news and play-by-play position. Two years experience all phases of announcing, some sales and copy. University of Minnesota graduate. First phone. Excellent voice. Veteran. Box 323W, B•T.

Announcer, 20, A.F. veteran. Wants to climb ladder, some light experience, tapes on request. Box 340W, B•T.

Baseball play-by-play, football, basketball, 5 years experience. Excellent voice, highest recommendations. Baseball a must. Desire sports minded station. Consider all offers. Box 341W, B•T.

No. 2 top sportscaster for top position. Good references, three years mike experience. Fine athletic background. Box 349W, B•T.

Deep, mature voice. Topnotch delivery. Ace newscaster. Versatile, experienced, Personable. Box 350W, B•T.

Experienced staff announcer prefers position in east. Knowledge of sports plus music is wide and varied. Radio and TV. Box 363W, B•T.

Summer announcing. Available June, August. Experienced. Operate board. Pay no object. Marshall D. Berger, 8 Summit Court, Flushing, N. Y.

Announcer. SRT graduate. Have knowledge of all phases of announcing and control board. Family man. Disc, photo available. Tony Fiandaca, 2725 W. Monroe St., Chicago 12, Illinois.

Disc jockey-announcer-time salesman has lost his sight but not his faculties. Blind eight years but still fully capable of making money for a station if given an opportunity to prove it. Have conducted record shows that were sell-outs. Duke University, age 31. Give me a break and we'll both make some money. Edgar Gooch, 226 West 50th Street, New York 19, New York.

Announcer, five years experience, news, staff, DJ. Prefer midwest. Dan Holocher, 410 N. Central Ave., Campbell, Ky., phone 74G.

Featured Rhythm and Blues DJ, 4½ hours daily, 8 years experience, all phases promotional, sales, public relations, one of nation's top ten August 1952, seeking opportunity to grow. Contact A. M. Ray, 767 N. 40th Street, Philadelphia, Penna.

Experienced announcer, control board operator. Sober, married and serious. Tape and resume upon request. Grayson Varner, 495 Washington Avenue, Brooklyn 38, New York.

Technical

First phone operator, boardman, combo. Thoroughly trained. Veteran. Married. Background, commercial photography, amateur radio. Central, southern California. Box 308W, B•T.

Radio telephone first class, 18 years experience, desires position as transmitter operator. Box 346W, B•T.

Chief engineer willing to assume some announcing and continuity duties. Permanence and compatibility absolutely essential. South only. Box 339W, B•T.

Recent licensed first phone man wants to break into broadcasting field. Prefers work in Virginia or nearby state. Can start work immediately, contact now. Box 365W, B•T.

Experienced engineer, 1st phone, 2nd telegraph, C. R. E. I. undergraduate, seeks responsible situation. Prefer western U. S. Burrows, 1904 Dodge, Omaha, Neb. Phone WE 4120.

Situations Wanted—(Cont'd.)

Production, Programming, Others

Program director—Thoroughly experienced all phases radio, production, writing, announcing. Agency radio and TV. Excellent background. Success story. Available June. Box 241W, B•T.

Triple value for eastern newsroom. Married, veteran, college graduate, with three years radio journalism experience plus TV news work, plus civic interest. Available in June to be asset to locally active station and fair-sized community. Box 305W, B•T.

Seeking permanent change. Experienced DJ-staff. 26, single, vet. Now working metropolitan area. Tape-photo. Box 320W, B•T.

Looking for a morning show with spark! Top DJ in competitive medium market ready to move up. Three years experience, college, 26. Excellent personal and sponsor references. Complete story by return mail. Available May 15th. $85. Box 338W, B•T.

Farm Specialist—but also top announcer—Experience in all phases of radio. News is my specialty. Five years 50,000 watt station. Family man, veteran. Available on short notice. Box 343W, B•T.

Radio-Television pitch man, write, sing, DJ, news. Presently cowboy entertainer on radio-TV programs, personal appearances. College grad, 27, draft free. Tape and picture ready. Box 345W, B•T.

Woman-announcer-writer. Strong on commercials, news and music. Can double as secretary. Shorthand, typing. Write for samples, disc, photo. Box 347W, B•T.

Available immediately, four years, sales, commercial copywriter, accent on woman's show, interviews, ad libbing. Will consider all answers. Box 348W, B•T.

News Director of active independent wants bigger market; authoritative delivery; special events; commentary; outstanding local coverage. Box 351W, B•T.

Program production, news and sports. Abundance of ideas that sell. Box 364W, B•T.

Announcer - program director - writer - producer wants job in larger city. College degree, good commercial background, top references. Married. Prefers east or midwest. Box 367W, B•T.

Continuity writing—traffic—broadcasting. Excellent references. Beverly Kutil, Lane, South Dakota.

6 years experience with Conlan Surveys, editing, auditing, analyzing radio listening from A to Z. Know general listening and coverage of most stations in U. S. A. Developed a 6th sense about radio-TV surveys, program and time values for time buying. 6 other years in various offices, know office machines, bookeeping, and shorthand. Have ideal background to be secretary in Radio-TV station, radio dept. of adv. agency, or national rep offices. Can be very helpful as Gal Friday in building program audiences, time buying, analyzing sales figures, station data for promotion. Willing to move to any desirable city. For additional information please write Freda Simmerman, 811 East Armour, Kansas City, Mo.

Television

Managerial

Salesmanager for TV station. Was formerly salesmanager for 15 years with AM station and 3 years TV operation, increased billing from $100,000. per year to over $1,000,000 per year. Presently employed as sales director with AM station. Best references. Box 337W, B•T.

Sales Manager—four years experience in television sales-regional, national and local. Presently local sales manager in one of top ten city markets. Desires position as sales manager or manager. College graduate. Married, family. Box 342W, B•T.

Mr. Investor. Can I help you? Are you having trouble getting the proper returns from your television investment, do you have management and/or sales problems? My background consists of commission experience thru being an applicant in hearings: Radio station organization: Station construction: Station managership and subsequent experience as sales manager of one of the country's largest television stations. Your stiffest character requirements can be met. I am married and desire to work in the middle or far west. I have learned to control conditions and not be controlled by them. For the solution to your problem write Box 366W, B•T.

Program manager, director available for TV operation. Fifteen years background. Theatre management, ownership, radio-TV announcing, production, programming. South or southwest preferred. Young, progressive minded, excellent character. Box 368W, B•T.

Situations Wanted—(Cont'd.)

Salesmen

TV SALESMAN, 7 years in TV, 4 years in spot sales. Agency contacts. Box 344W, B•T.

Technical

Double threat program - production manager means twice the know-how at half the cost. Fourteen years radio, metropolitan and large independent experience; also programming for medium and small markets. Known in the business. Now thoroughly trained in all branches TV: production, direction, cameras, film procurement and projection. Can train and administer. Looking for permanent, attractive spot at salary you can afford. Box 353W, B•T.

Production-Programming, etc.

TV production-management: M.A. in Radio Journalism. Experience in sound, continuity, publicity, promotion, TV production supervision, stage management, directing, little theatre. 6½ years same station. Box 306W, B•T.

For Sale

Stations

Southern California 250 watt station in community of 12,000. Collins equipment. Box 262W, B•T.

Southern network. 5000 watts. Metropolitan market. $100,000 cash. Box 268W, B•T.

Southern. 250 W. independent. No competition. Volume $85,000. Only 25% down. Box 317W, B•T.

Complete 1 kw FM station. Studio equipment. Trilon tower and antenna. WXNJ, Inc., Plainfield, N. J.

Equipment, etc.

For sale RCA heavy duty FM Pylon 4-section antenna. Type 14D, Gain 6, tuned to 105.1 MC. Will support 6-bay TV antenna. Approximately 500 ft., 1⅝ inches. Rigid transmission line and assorted group elbows, gas stops, etc. Box 256W, B•T.

RCA 3 kw FM transmitter, excellent condition—used two years for Functional Music operation. Will give many many years of trouble free, low cost operation. Has been properly maintained by experienced personnel. Also GE station monitor. Available. Transmitter $2,900. Monitor $250. FOB. Box 315W, B•T.

Two RCA model 70C-1 turntables with RCA reproducer group, excellent condition $375.00 each. Four Western Electric 357-B tubes, guaranteed brand new, original crates $75.00 each, all four—$275.00. Box 316W, B•T.

Collins type 731-A FM transmitter with GE frequency and modulation monitor. Excellent condition. Best offer. Box 318W, B•T.

RCA Channel 13 Diplexer, complete set Channel 13 crystals and ovens for RCA TT5A transmitter. Western Electric 25B audio console. WHIO-TV, Dayton, Ohio.

150' Blaw-Knox self-supporting tower; now standing. WLOG, Logan, West Virginia.

For sale: Gates recording equipment complete all necessary filters. 1-MO-2716 reproducer with playback arm, 1-VU-meter panel, 1-RA-10 recording amplifier, 1-CB-8 R turntable with recorder cabinet, 2 Duotone recording cutters. Cost $2,000.00 when new—used about 500 hours. First $1,000.00 offer takes the works. WMSL, Decatur, Alabama.

3 practically new, complete GE Orthicon camera chains. Immediate delivery. Send for schedule A, for complete description. C.E.C., 500 Pacific St., Brooklyn, N. Y.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

For sale, like new Gates 250 watt AM transmitter $1,595.00, call or wire C. L. Graham, 6-1614, Gadsden, Alabama.

Lapel buttons, car plates, microphone plates, banners, ties; program logs, engineers logs, continuity sheets, etc. Send for listings. James & James, Inc., 201 Eustis Street, Huntsville, Alabama.

New #10 bare copper wire for ground systems. Tower Construction Co., Box 1828, Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Financially sound party wishes to buy small market station in north central states. Give details, confidential. Box 310W, B•T.

Equipment, etc.

Professional wax recorder. Prefer RCA type 73-B or equivalent. Must be in first-class condition without modifications. Give full details on type of filter, head, and other associate equipment, along with best price. Box 313W, B•T.

Want several used FM transmitters. Send complete information, location and price of same. Box 314W, B•T.

Wanted to Buy. Used equipment. 1,000 watt transmitter, console antenna coupling unit, frequency monitor, modulation monitor and limiter. State price, age, condition and availability. Must meet FCC requirements. Address replies to Box 244, Chillicothe, Ohio.

Wanted: Phase monitor, 1150 KC; (2) co-ax ⅜" x 400' with fittings; 6 insulators, Lapp 10014 or similar; and phasing unit with couplers for two towers. Write or wire Industrial Electric & Steel, Ltd., P. O. Box 834, Honolulu, Hawaii.

Want old inexpensive 250 to 1000 watt AM transmitter to be worked over for conelard use. Chief Engineer, KOWH, Omaha, Nebraska.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many sucessful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Salesmen

OPENING FOR

Top Salesman

Earnings up to $25,000 year. Must have excellent sales record in local radio and willing to travel. Handling expanding service for local radio sales. **Real sales producers assured profitable future with top organization of radio industry.** Box 359W, B•T.

SALESMAN

For top rated fulltime independent metropolitan market.
Must have excellent sales records.
$100.00 Salary plus commission.
Send all particulars to
P. O. Box 829, Annapolis, Maryland

Announcers

DJ-SHOWMAN

Top independent wants top personality. Should have plenty of ideas and a good selling voice for ET's. Your ability is the limit. Rush audition to Jack Black, WNOR, Norfolk, Va.

Situations Wanted

MANAGER .... **26 years in radio**
PROGRAM DIRECTOR ... **16 years in radio**

We believe RADIO is HERE TO STAY! If you feel that way, let us combine our efforts for you. Give us a chance to tell our story.
ALL INQUIRES WELCOME. Box 358W, B•T

Situations Wanted—(Cont'd.)

Managerial

RESPECTED, experienced, young executive desires to actively manage 1 or more stations. Prefer to purchase interest and settle permanently. Finest references. Excellent background management, sales, promotion. Will meet with qualified party my own expense. Box 356W, B•T.

Television

Available

Experienced TV Executive

Wants to return to network or local station operation on top level commensurate with following background:

1. Program Director & Production Head—top TV independent
2. Sales manager of nationally known TV film syndication company
3. AAAA Ad Agency—radio and TV director—writer
4. Columbia Broadcasting System—writer—director

I will be at NARTB Convention or reply Box 271W, B•T

Production-Programming, Etc.

Are YOU looking for someone who is "ON THE BALL." Perhaps I'm your man.

Young: Age 31.
Intelligent: I.Q. 132—Weshel Bellvue Oral Test.
Education: Geo. Wash. Univ.—Adv. Art, Pub. Relations, Advertising, Retailing, Newspaper Adv.
Creative: Idea man and layout artist for Navy during last war, Network Radio-TV sta. later.
Sales Minded: Leader in sales vol. for D.C.'s largest furniture store.
Experienced: Layout, designing, sales, lecturing, govt. contact, radio-TV appearances, radio-TV promotion, publicity, ad agency work and surveys.

Native Washingtonian but willing to relocate. Resume on request. Box 285W, B•T

TOP TV EXECUTIVE

Interested and ready to move-up. Present position as program head of major TV operation rounds out 23 years including.

1. **General Manager Radio Station.**
2. **General Manager Syndicated Transcription house.**
3. **Network production and complete management, sales, programming and engineering.**

BOX 357W, B•T

Situations Wanted—(Cont'd.)

Low Budget—High Ratings
TV Program Director
Available Immediately

■ TV programs can be good without costing a young fortune! I know because I have produced low budget shows that have exceptionally high local ratings.

■ My background includes 10 years of radio and TV (the last 4 in TV with a major market station in the midwest); 10 years with mid-west metropolitan newspapers.

■ I'm married, age 38, one child. The best of references.

Box 360W, B•T.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Employment Service

WANT A GOOD EXECUTIVE?

Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

Howard S. Frazier
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

TV STUDIO PERSONNEL

Summer replacements available immediately. Top men screened for your station, meeting your qualifications. All men experienced with RCA cameras and projection room operations. More than 1000 workshop men already employed by TV stations throughout the nation. *Wire or phone collect your personnel needs.*

TELEVISION WORKSHOP of N. Y.
1780 Broadway, N. Y., 19 Plaza 7-3721

FOR THE RECORD

Opinions and Orders . . .

Salinas Bcstg. Corp. (KSBW) and Monterey Radio-TV Co. (KMBY), grantees for share-time on vhf Ch. 8, Salinas-Monterey, Calif.—FCC by memorandum opinion and order postponed effective date of grants made Feb. 18, pending final determination of protest filed March 23 by Salinas-Monterey TV Co., permittee of uhf Ch. 28 KICU (TV) Salinas [B•T, March 30]. Pursuant to Sec. 309(c) of Communications Act, FCC designated for hearing, at time and place and upon issues to be determined, said share-time station applications. Order adopted April 7; announced April 8.

WDIA Memphis, Tenn.—FCC by memorandum opinion and order dismissed protest filed March 13 by WAPI Birmingham, Ala., directed against action of Feb. 18 granting CP (BP-8343) to WDIA to change from 730 kc 250 w daytime to 1070 kc 50 kw-day, 5 kw-night, fulltime, directional day and night. Further ordered that CP granted WDIA be modified so that it is subject to: "The acceptance of any interference received as the result of a grant of the facilities presently proposed in the application of The Television Corp., licensee of WAPI Birmingham, Ala. (BP-8679)." Comr. Frieda B. Hennock dissented. Adopted April 1; announced April 2.

Hearing Cases . . .

Arthur Westlund, applicant for 1340 kc, 250 w fulltime at Walnut Creek, Calif. (Docket 10215; BP-8321)—FCC denied petition requesting deletion of issue on overlap and multiple ownership. Order adopted April 2; announced April 3.

Fort Wayne, Ind. New TV, uhf Ch. 69. Anthony Wayne Bcstg. (Docket 10424; BPCT-1040) and Radio Fort Wayne Inc. (WANE) (Docket 10425; BPCT-1400) — FCC announced memorandum opinion and order granting petition by Anthony Wayne to extent that hearing issues be enlarged to include in Issue 3 "(d) The engineering proposals of the applicants." Denied motion by Radio Fort Wayne to dismiss petition. Order adopted April 2; announced April 3.

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and Television Spokane Inc. (Docket 10423; BPCT-1087)—FCC granted petition by Wasmer for deletion and modification of certain issues in TV comparative hearing. Amended order designating applications for hearing. Order adopted April 2; announced April 3.

Amendment of Part 2 of Rules relating to remote pickup stations (Docket 10211)—FCC announced report and order finalizing proposal to amend Part 2 of its rules so as to delete effective Feb. 1, 1954, the provisions permitting remote pickup broadcast stations to operate on frequencies in the 2000-3500 kc band and to add new footnote to Sec. 2.104(a) permitting immediate use of frequencies in the 25.85-26.1 mc band on condition that harmful interference is not caused to broadcast service. By separate order, FCC modified licenses of remote pickup base and mobile stations affected to delete as of Feb. 1, 1954, frequencies in the 2000-3500 kc band (Docket 10210). Orders adopted April 8.

Hearing Calendar . . .

Hearings in Progress

Portland, Ore.—New TV, vhf Ch. 8. Further hearing. Examiner Elizabeth C. Smith. Contestants: Westinghouse Radio Stations Inc. (KEX) (Docket 9138), Portland TV Inc. (Docket 10245), Cascade TV Co. (Docket 10324) and North Pacific TV Inc. (Docket 10319).

Wichita, Kan.—New TV, vhf Ch. 10. Further hearing. Examiner Hugh B. Hutchison. Contestants: Mid-Continent TV Inc. (Docket 10262) and KAKE Bcstg. Co. (KAKE) (Docket 10263).

Fort Wayne, Ind.—New TV, uhf Ch. 69. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

April 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

April 20

San Juan, P. R.—New TV, vhf Ch. 4. Hearing to begin. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

Chattanooga, Tenn.—New TV, vhf Ch. 3. Contestants: WDOD Bcstg. Corp. (WDOD) (Docket 10438) and Mountain City TV Inc. (WAPO) (Docket 1039). Examiner J. D. Bond.

Portsmouth, Ohio—New TV, uhf Ch. 30. Contestants: Woodruff Inc. (Edward Lamb) (Docket 10441) and Brush-Moore Newspapers Inc. (WPAY) (Docket 10440). Examiner Gifford Irion. There is petition pending by Brush-Moore to dismiss its bid.

April 22

KDIA Auburn, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Muskegon, Mich.—New TV, uhf Ch. 35. Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Battle Creek. Examiner not designated. (Docket 10442).

Sacramento, Calif.—New TV, vhf Ch. 3. Further hearing. Examiner Thomas H. Donohue. Contestants: KCRA Inc. (KCRA) (Docket 10294) and Sacramento Bcstrs. Inc. (KXOA) (Docket 9012).

April 27

Portland, Ore.—New TV, vhf Ch. 12. Further hearing. Examiner Elizabeth C. Smith. Contestants: Oregon TV Inc. (Docket 10246). Columbia Empire Telecasters Inc. (KPOJ is 40% owner) (Docket 10247) and Northwest TV and Bcstg. Co. (Docket 10317).

May 4

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 11

Portland, Ore.—New TV, vhf Ch. 6. Hearing to begin. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 9137) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136).

May 18

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Continued Without Date

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352). Jefferson Amusement Co., Beaumont, seeks to be included as party.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion, Docket 10089. Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth Ch. 3 applicant, seeks amendment to Ch. 6.

Killeen, Tex.—New AM, 1050 kc, 250 w daytime. Examiner not designated. Contestants: Highlite Bcstg. Co. (Docket 10123) and KHFT Bcstg. Co. (Docket 10421).

Lancaster, Pa.—New TV, vhf Ch. 8. Examiner J. D. Bond. Contestants: WGAL-TV (now on Ch. 8 conditionally) (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365).

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

Theatre Television—Allocation of frequencies of exclusive theatre TV circuits. Before Commission *en banc*. (Docket 9552).

New Petitions . . .

April 1

Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co., Atlantic City, N. J. (Docket 10119; BP-8090); Herbert Michels, Albert Spiro and John J. Farina d/b as Garden State Bcstg. Co., Atlantic City, N. J. (Docket 10120; BP-8112); Press-Union Pub. Co., Atlantic City, N. J. (Docket 10121; BP-8143), and Max M. Leon Inc. (WDAS), Philadelphia (Docket 10320; BP-8508)—Proposed findings filed by Chief of FCC Broadcast Bureau. WDAS filed supplemental findings, addressing brief to Penn Jersey Bcstg. Co. (Docket 10118; BP-8062) as well as others named. Garden State filed supplemental proposed findings. Press-Union amended its proposed findings.

Harrisburg, Pa. New TV, uhf Ch. 27. Kendrick Bcstg. Co. (WHGB) (Docket 10278; BPCT-937) and Rossmoyne Corp. (WCMB Lemoyne) (Docket 10279; BPCT-966)—Proposed findings respecting engineering evidence submitted by Chief of FCC Broadcast Bureau.

Canton, Ohio—New TV, uhf Ch. 29. Brush-Moore Newspapers Inc. (WHBC) (Docket 10272; BPCT-264) and Stark Bcstg. Corp. (WCMW) (Docket 10273; BPCT-949)—Petition by Brush-Moore to continue without date hearing set April 15, or until 30 days after FCC acts on joint petition requesting addition of another uhf channel to Canton, such petition to be filed on or about June 2, end of one-year ban on requests to amend TV allocation table.

Salinas-Monterey, Calif. New TV grants, share-time vhf Ch. 8. Salinas Bcstg. Corp. (KSBW Salinas) (BPCT-1222) and Monterey Radio-TV Co. (KMBY Monterey) (BPCT-1225)—Salinas Bcstg. files motion to strike protest of Ch. 8 grants filed by KICU (TV) Salinas-Monterey [B•T, April 6, March 30].

April 2

Appalachian Bcstg. Co. (WCYB), Bristol, Va. (BPCT-850) and Tri-Cities TV Corp. (formerly Radiophone Bcstg. Station WOPI Inc.) (WOPI), Bristol, Tenn. (BPCT-1250), both seeking new TV station, vhf Ch. 5—Reply filed by WOPI to affidavit of Robert H. Smith in behalf of WCYB, which was in response to WOPI opposition to WCYB's original petition for conditional grant. WOPI charges newest affidavit is only recapitulation of "half-truths" and "errors of fact" submitted earlier.

Wichita, Kan. New TV, vhf Ch. 3. Radio Station KFH Co. (Docket 10259; BPCT-698), Taylor Radio & TV Corp. (KANS) (Docket 10260; BPCT-946) and Wichita TV Corp. (Docket 10261; BPCT-961)—Motion by Taylor for additional seven days to file petition for review of examiner's ruling which denied petitioner's request for leave to amend.

Sacramento, Calif. New TV, uhf Ch. 46. John H. Poole tr/as John Poole Bcstg. Co. (Docket 10342; BPCT-1007) and Jack O. Gross (Docket 10343; BPCT-1077)—Chief of FCC Broadcast Bureau files reply to joint petition of March 16 by parties to hearing asking dismissal of the Gross application and simultaneous grant of Poole bid. Reply finds Poole application qualified. On April 3, Poole filed response urging prompt favorable action on joint petition.

April 3

Chattanooga, Tenn. New TV, vhf Ch. 3 WDOD Bcstg. Corp. (WDOD) (Docket 10438; BPCT-676) and Mountain City TV Inc. (Docket 10439; BPCT-882)—WDOD Bcstg. files partial opposition to petition of Mountain City requesting deletion of certain hearing issues [B•T, April 6]. WDOD also requests amendment of its bid to show alternative non-network program proposal.

Duluth, Minn.-Superior, Wis. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291; BPCT-728) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292; BPCT-921)—Chief of FCC Broadcast Bureau asks additional time until April 30 to reply to petition of Ridson for expedited hearing and petition of Lakehead for dismissal [B•T, April 6, March 30] in view of pending protests to grant of a TV station to Ridson, filed by local labor groups and others.

Mercer Bcstg. Co., Trenton, N. J. (WTOA-FM Trenton) (BP-8714) and Delaware Valley Bcstg. Corp., Morrisville, Pa. (BP-8799), both seeking new AM station, 1490 kc, 250 w fulltime—Mercer requests dismissal of Delaware bid on grounds it is defective.

April 6

KBIG Avalon, Calif. Application for license to cover construction permit for new station, 740 kc, 10 kw daytime, directional (BL-4897)—Partial response filed by KBIG to request by CBS of Calif. Inc. for order to show cause to KBIG to change directional array. CBS alleges interference to KCBS San Francisco. KBIG "avers that its pattern is in adjustment" and that modifications proposed by CBS "would not be in the public interest." KBIG said it would continue to study the proposals and asks FCC either to deny the show cause request on the ground it is incomplete or to defer action for additional 30 days during which KBIG will "pursue work on a supplemental response."

KVOL Lafayette, La.—Requests reconsideration and grant of FCC decision of March 6 denying application for modification of permit to change power daytime from 1 kw to 5 kw on 1330 kc, nondirectional (Docket 9739; BMP-5098).

In matter of new policy to govern assignment of operational fixed stations in 72-76 mc band so as to prevent harmful interference to TV Chs. 4 and 5 (Docket 10315)—Additional statement filed by Central Committee on Radio Facilities of the American Petroleum Institute. Deadline for filing is April 13.

KTXC Big Spring, Tex., renewal of license (Docket 9918; BR-2332), and KFST Fort Stockton, Tex., revocation of construction permit (Docket 9919)—Opposition filed by KTXC to petition of Chief of FCC Broadcast Bureau which requested 30-day postponement of final decision to consider new evidence possibly bearing on qualifications of Big State Bcstg. Corp. to retain license of KTXC [B•T, April 6].

Flint, Mich. New TV, vhf Ch. 12. WJR, The Goodwill Station Inc. (WJR Detroit) (Docket 10268; BPCT-967), Trebit Corp. (WFDF) (Docket 10269; BPCT-968) and W. S. Butterfield Theatres Inc. (Docket 10270; BPCT-953)—Replies to proposed findings filed by WJR, Trebit and Butterfield. Chief of FCC Broadcast Bureau expected to field by April 13.

April 7

Lewiston, Me. New TV, vhf Ch. 8. Mt. Washington TV Inc., Poland Springs, Me. (main studio), and Mt. Washington (transmitter) (BPCT-1530); Twin Cities Bcstg. Co. (WCOU) (BPCT-1245), and Lewiston-Auburn Bcstg. Co. (WLAM) (BPCT-736)—Mt. Washington TV Inc. petitions for prompt hearing, pointing out snow atop Mt. Washington nine months of year may long delay construction should grant be issued. Hearing date within 60 days is asked.

Spokane. Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422; BPCT-920) and TV Spokane Inc. (Docket 10423; BPCT-1087)—Wasmer requests enlargement of issues, including comparison of engineering and coverage proposals.

Provo, Utah—New TV, vhf Ch. 11. KOVO Bcstg. Co. (KOVO) (BPCT-1463) and Central Utah Bcstg. Co. (KCSU) (BPCT-1642)—Petition by KOVO requesting conditional grant of its application pursuant to Sec. 1.385(e) of rules and "if necessary, the Commission set an immediate hearing to determine whether the application of Central Utah Bcstg. Co. was filed in good faith or, in the alternative, whether the conditional grant prayed for should be made."

Routine Roundup . . .

April 2 Applications

ACCEPTED FOR FILING

Install New Transmitters

KFSA-TV Ft. Smith, Ark., Southwestern Pub. Co.—Mod. CP (BPCT-1154), as amended which authorized new TV, to install new trans.; ant. height above average terrain 270 ft.

Change Name

WJED Tuscaloosa, Ala., Wilhelmina Q. Doss—Mod. license to change name to Wilhelmina Q. (Doss) Echols (BML-1539).

Modification of CP

KWRF Warren, Ark., Pines Bcstg. Co.—Mod. CP (BP-8604), which authorized new AM, for approval of ant., trans. and studio location (BMP-6167).

License Renewals

Following stations request renewal of license: **WREB Holyoke, Mass.**, Valley Bcstg. Corp., (BR-2536); **KGEZ Kalispell, Mont.**, Donald C. Treloar (BR-126); **WFPM Ft. Valley, Ga.**, Peach Belt Bcstg. Co. (BP-8816); **KSAC Manhattan Kan.**, Kansas State College of Agriculture and Applied Science (BR-506); **KBON Omaha, Neb.**, Inland Bcstg. Co. (BR-1185); **KNEB McAlester, Okla.**, Pittsburg County Bcstg. Co. (BR-2465); **KBIX Muskogee, Okla.**, Oklahoma Press Pub. Co. (BR-881); **KTOW Oklahoma City**, Sooner Bcstg. Co. (BR-1896); **KSIW Woodward, Okla.**, Woodward Bcstg. Co. (BR-1646); **K BC F Worth, Tex.**, Worth Bcstg. Co. (BR-1351); **WKT (TV) Utica, N. Y.**, Copper City Bcstg. Cor (BRCT-52); **WCBS-TV New York**, CBS In (BRT-3); **WPIX (TV) New York**, WPIX In (BRCT-98); **WHAM-TV Rochester, N. Y.**, Stromberg-Carlson Co. (BRCT-89).

APPLICATION RETURNED

Assignment of License

KOCS Ontario, Calif., The Daily Report Co.—Voluntary assignment of license to M . Jere Appleby Harnish, Carlton R. Appleby, Walte Axley, Ernest Atkinson, Andrew B. Appleb and Ralph Fairchild a partnership d/b as Th Daily Report Co.

April 6 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license **WJRD Tuscaloosa, Ala.**, Wilhelmina Q. Dos (BR-899); **KWHK Hutchinson, Kan.**, KWHK Bcstg. Co. (BR-1369); **KMAN Manhattan, Kan.** Manhattan Bcstg. Co. (BR-2507); **WIBW Topeka Kan.**, Topeka Bcstg. Assn. (BR-573); **KFH Wichita, Kan.**, Radio Station KFH Co. (BR-508); **KWBB Wichita, Kan.**, Wichita Beacon Bcstg Co. (BR-2657); **WCEN Mt. Pleasant, Mich.**, Pau A. Brandt (BR-2354); **KHAS Hastings, Neb.** Nebraska Bcstg. Co. (BR-1094); **KGFW Kearney Neb.**, Central Nebraska Bcstg Corp. (BR-703); **KFOR Lincoln, Neb.**, Cornbelt Bcstg. Corp. (BR-677); **KOWH Omaha, Neb.**, Mid-Continent Bcstg Co. (BR-685); **KRHD Duncan, Okla.**, G. G. Downing and John C. Halliburton d/b as Duncan Bcstg. Co. (BR-1793); **KHBG Okmulgee, Okla.**, Okmulgee Bcstg. Corp. (BR-944); **WAVL Apollo, Pa.**, Tri-Borough Bcstg. Co. (BR-1821); **WXGI Richmond, Va.**, Radio Virginia Inc. (BR 1829).

April 7 Decisions

BY BROADCAST BUREAU

Granted License

KSOK Arkansas City, Kan., The KSOK Bcstg. Co. Inc.—Granted license covering change in power, hours of operation, make changes in transmitting equipment, and installation of new trans. for N operation; 1280 kc, 100w-1kw-LS, unl. (BL-4961).

WAPI Birmingham, Ala., The Television Corp.—Granted license to use old main trans. as alternate main trans., N use only, at present location of main trans., to be operated on 1070 kc, 5kw (BL-4928).

WNEB Worcester, Mass., New England Bcstg. Co.—Granted license covering change in ant. trans. and studio locations (BL-4939).

WSSV Petersburg, Va., Southside Virginia Bcstg. Corp.—Granted license to use old main trans. as auxiliary trans., at present location of main trans., to be operated on 1240 kc, 250 w (BL-4937).

WKAQ San Juan, P. R., El Mundo Bcstg. Corp.—Granted license covering change in auxiliary trans. location and installation of new auxiliary trans. (BL-4945).

WDOB Canton, Miss., Madison County Bcstg. Co.—Granted license for AM station; 1370 kc, 500 w-D (BL-4940).

WMOZ Mobile, Ala., Gadsden Radio Co.—Granted license for AM broadcast station; 960 kc, 1 kw-D (BL-4949).

WAGG Franklin, Tenn., Williamson County Bcstg. Co. Inc.—Granted license for AM broadcast station; 950 kc, 1 kw-D (BL-4946).

WMBR Jacksonville, Fla., The Washington Post Co.—Granted license covering changes in frequency control equipment for auxiliary trans. (BL-4887).

Modification of CP

WFAH Alliance, Ohio, The Review Pub. Co.—Granted mod. CP to change type trans. and side mount FM ant. on center tower; conditions (BMP-6128).

WISP Kinston, N. C., Edwin J. Schuffman—Granted mod. CP for approval of ant., trans. location, and specify studio location; conditions (BMP-6150).

WJLS Beckley, W. Va., Joe L. Smith Inc.—Granted mod CP to use presently licensed 1 kw trans. as main trans. for N use and change type 5 kw-D trans. (BMP-6140).

WLWT (TV) Cincinnati, Ohio, Crosley Bcstg. Corp.—Granted mod. CP to change type trans. amplifiers and type ant.; 680 ft. (BMPCT-1029).

Extension of Completion Date

WSBT-TV South Bend, Ind., South Bend Tribune—Granted mod. CP for extension of completion date to 10-28-53 (BMPCT-1048).

WPTV Ashland, Ky., Polan Industries—Granted mod. CP for extension of completion date to 10-13-53 (BMPCT-1049).

WNOW-TV York, Pa., The Helm Coal Co.—Granted mod. CP for extension of completion date to 9-11-53 (BMPCT-997).

WSJL Bridgeport, Conn., Hary L. Liftig—Granted mod. CP for extension of completion date to 9-15-53 (BMPCT-1045).

KLYN Amarillo, Tex., Plains Empire Bcstg. Co.—Granted mod. CP for extension of completion date to 4-15-53; condition (BMP-6166).

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$150,000

A well established, full time facility located in one of the best markets in the rich South Central area. Excellent plant and equipment set-up. Ample working capital included by purchase of 100% of stock for $150,000. Financing available.

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BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

Granted CP

WINK Fort Myers, Fla., Fort Myers Bcstg. Co.—Granted CP to erect new ant. and mount TV ant. on top (increase height) (change trans. location, coordinates only); condition (BP-8773).

KFSD San Diego, Calif., Airfan Radio Corp.—Granted CP to install TV ant. in place of top section of existing AM tower; condition (BP-85[illegible]).

WLCS Baton Rouge, La., Air Waves Inc.—Granted CP to install old trans. as auxiliary trans., at present location of main trans., to be operated on 910 kc, 250 w (BP-8763).

Extension of Completion Date

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Granted mod. CP for extension of completion date to 8-1-53 (BMPH-4819).

KDNT Denton, Tex., Harwell V. Shepard—Granted mod. CP for extension of completion date to 5-30-53; conditions (BMP-6164).

Following granted mod. CPs for extension of completion dates as shown:

KIKI Honolulu, Hawaii, to 10-1-53, condition (BMP-6162); WCIN Cincinnati, Ohio, to 7-1-53, conditions (BMP-6143); WJJL Niagara Falls, N. Y., to 10-30-53 (BMP-6161); KWG Stockton, Calif., to 6-18-53, condition (BMP-6159).

April 7 Applications

ACCEPTED FOR FILING

License for CP

KRGI Grand Island, Neb., Grand Island Bcstg. Co.—License for CP (BP-8264), which authorized new AM (BL-4963).

WFTC Kinston, N. C., Kinston Bcstg. Co.—License for CP (BP-7752), as mod., which authorized change in existing facilities (BL-4964).

License Renewals

Following stations request renewal of license:

KCRB Chanute, Kan., Cecil W. Roberts (BR-2742); KOLT Scottsbluff, Neb., Hilliard Co. (BR-771); KADA Ada, Okla., KADA Bcstg. Inc. (BR-834); KVSO Ardmore, Okla., John F. Easley (BR-860); KWSH Wewoka, Okla., Tri-Cities Bcstg. Co. (BR-2041).

APPLICATION RETURNED

License Renewal

KOLT Scottsbluff, Neb., Hilliard Co. RETURNED application for renewal of license. (BR-771).

April 8 Decisions

BY COMMISSION EN BANC

Request Information

KGMO Radio-Television Inc., Cape Girardeau, Mo.—Is being requested to furnish additional information in connection with application for new TV on Ch. 18 (BCT-1505).

License Renewals

Following stations granted renewal of licenses for regular period:

KGLN Glenwood Springs, Colo.; KVRH Salida, Colo.; KLVC Leadville, Colo.; KSWI Council Bluffs, Iowa; KAAA Red Wing, Minn.; KALL Salt Lake City; KARK Little Rock, Ark.; KCJB Minot, N. D.; KDET Center, Tex.; KDHL Faribault, Minn.; KDSH Boise, Ida.; KFNF Shenandoah, Iowa; KFRD Rosenberg, Tex.; KFSA Fort Smith, Ark.; KFTV Paris, Tex.; KFVS Cape Girardeau, Mo.; KFXJ Grand Junction, Colo.; KGAL Lebanon, Ore.; KGHI Little Rock, Ark.; KGKL San Angelo, Tex.; KGLC Miami, Okla.; KGWA Enid, Okla.; KHBC Honolulu, T. H.; KHJ Hollywood, Calif.; KICA Clovis, N. Mex.; KIMP Mt. Pleasant, Tex.; KITE San Antonio, Tex.; KJBC Midland, Tex.; KJR Seattle, Wash.; KMA Shenandoah, Iowa; KMBC Kansas City, Mo.; KNEA Jonesboro, Ark.; KNEB Scottsbluff, Neb.; KOIN Portland, Ore.; KOLJ Quanah, Tex.; KOLO Reno, Nev.; KRIO McAllen, Tex.; KROF Abbeville, La.; KRRV Sherman, Tex.; KSAL Salina, Kan.; KSDN Aberdeen, S. D.; KSEI Pocatello, Ida.; KSEL Lubbock, Tex.; KSYL Alexandria, La.; KTKN Ketchikan, Alaska; KTLW Texas City, Tex.; KTMS Santa Barbara, Calif.; KVEC San Luis Obispo, Calif.; KWAT Watertown, S. D.; KWSC Pullman, Wash.; KXJK Forrest City, Ark.; KXOC Chico, Calif.; WAAA Winston-Salem, N. C.; WAAF Chicago; WAPO Chattanooga, Tenn.; WARE Ware, Mass.; WAVE Louisville, Ky.; WBBB Burlington, N. C.; WBEN Buffalo, N. Y.; WBRC Birmingham, Ala.; WBRM Marion, N. C.; WCAE Pittsburgh, Pa.; WCAN Milwaukee, Wis.; WCAP Lowell, Mass.,; WCNR Bloomsburg, Pa.; WCNX Middletown, Conn.; WCOP Boston, Mass.; WCSH Portland, Me.; WDAE Tampa, Fla.; WDBJ Roanoke, Va.; WDEL Wilmington, Del.; WEBR Buffalo, N. Y.; WELC Welch, W. Va.; WELI New Haven, Conn.; WEOL Elyria, Ohio; WETO Gadsden, Ala.; WFDF Flint, Mich.; WFLA Tampa, Fla.; WFMD Frederick, Md.; WFNS Burlington, N. C.; WGBI Scranton, Pa.; WGGH Marion, Ill.; WGL Fort Wayne, Ind.; WGTA Summerville, Ga.; WHAK Rogers City, Mich.; WHAY New Britain, Conn.; WIBX Utica, N. Y.; WICA Ashtabula, Ohio; WILK Wilkes-Barre, Pa.; WIMA Lima, Ohio; WISN Milwaukee, Wis.; WJAR Providence, R. I.; WJAX Jacksonville, Fla.; WJBO Baton Rouge, La.; WJHL Johnson City, Tenn.; WKCT Bowling Green, Ky.; WKLY Hartwell, Ga.; WKNA Charleston, W. Va.; WKPA New Kensington, Pa.; WKY Oklahoma City, Okla.; WKVA Lewistown, Pa.; WMMN Fairmont, W. Va.; WMOK Metropolis, Ill.; WMTR Morristown, N. J.; WONE Dayton, Ohio; WPFB Middletown, Ohio; WRAY Princeton, Ind.; WRC Washington, D. C.; WRCS Ahoskie, N. C.; WRFC Athens, Ga.; WSBT South Bend, Ind.; WSNW Seneca Township, S. C.; WTAW College Station, Tex.; WTRY Troy, N. Y.; WTTM Trenton, N. J.; WTYC Rock Hill, S. C.; WZOB Fort Payne, Ala.

Designated for Hearing

KTKN Ketchikan, Alaska, Alaska Bcstg. Co.—Designated for hearing application (BP-8463) to increase power on 930 kc from 1 kw unl. to 1 kw-N, 5 kw-LS, unl., and made KABI Ketchikan party to proceeding.

Franklin County Bcstg. Co., Washington, Mo.—Designated for consolidated hearing applications of Franklin County (BP-8241) and Edwardsville (BP-8663) seeking new AM stations on 1260 kc with 500 w-D operation at Washington and 1 kw-D at Edwardsville.

Advised of Hearing

Lebanon-Springfield Bcstg. Co., Lebanon, Ky.—Is being advised that application (BP-8519) for new AM station to operate on 1470 kc, with 500 w-D indicates necessity of hearing because of daytime interference to WLCK Campbellsville, Ky.

ACTIONS ON MOTIONS

Taylor Radio & Television Corp., Wichita, Kan.—Granted petition for extension of time to April 9, 1953, to file petition for review of examiner's ruling denying said petitioner's request to amend application for CP for new TV station (Docket 10260; BPCT-946).

Denver Television Co., Denver, Colo.—Granted petition for withdrawal of motion to strike notice of exceptions of Aladdin Radio & Television Inc. to order of examiner in proceeding re applications for CPs for new TV stations (Docket 9041; BPCT-426) (Docket 10240; BPCT-951).

By Hearing Examiner William G. Butts

Kendrick Bcstg. Co., Harrisburg, Pa., Chief, Broadcast Bureau — Granted petitions for corrections in various respects to transcript in proceeding re applications of Kendrick Bcstg. Co. (Docket 10278; BPCT-937) and that of Rossmoyne Corp. (Docket 10279; BPCT-966) for CPs for new TV stations in Harrisburg, Pa.

By Hearing Examiner Annie Neal Huntting

Radio Fort Wayne Inc., Fort Wayne, Ind.—Granted petition to amend application for CP for new TV station (Docket 10424; BPCT-1040) in order to submit new geographical coordinates for location of ant. tower proposed in application.

By Hearing Examiner J. D. Bond

WDOD Bcstg. Corp., Mountain City Television Inc., Chattanooga, Tenn.—Granted petition of WDOD Bcstg. Corp. to amend application for CP for new TV station (Docket 10438; BPCT-676) to show additional television programs which have been added to contemplated network morning schedule and other incidental changes in staff and program classifications; and granted petition of Mountain City Television Inc. to amend application for CP for new TV station to show an alternative proposed weekly program schedule based on non-network operation and other incidental changes in program analyses and operating revenues and costs (Docket 10430; BPCT-882).

By Hearing Examiner James D. Cunningham

KMYR Bcstg. Co., Denver, Colo.—Denied petition to reopen record of hearing in proceeding re application (Docket 9043, BPCT-488) and that of Metropolitan Television Co. (Docket 10238, BPCT-941) both of Denver, Colo., for CPs for new TV stations.

April 8 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license:

WDSU-TV New Orleans, La., WDSU Bcstg. Corp. (BRCT-19); **WNBF-TV Binghamton, N. Y.,** Clark Associates Inc. (BRCT-29); **WNBT (TV) New York,** National Bcstg. Co. (BRCT-1); **WKY-TV Oklahoma City,** WKY Radiophone Co. (BRCT-34).

Upcoming Events

April 14-15: House Commerce Committee will see color TV demonstrations by RCA at Princeton, N. J., and by CBS and NTSC at New York.

April 15: Engineering seminar sponsored by RCA, Statler Hotel, Washington.

April 15-17: Radio-Television Mfrs. Assn. conference, board meeting, joint session with Canadian RTMA, Ambassador Hotel, Los Angeles.

April 16: Educational TV executive hearing, Senate Commerce Committee and FCC, Rm. G-16, Capitol.

April 16-19: Twenty-third Institute for Education by Radio-TV, Deshler-Wallick Hotel, Columbus, Ohio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 21-23: American Newspaper Publishers Assn., Waldorf-Astoria, New York.

April 21-23: Advertising exposition sponsored by Alpha Delta Sigma and BBDO, Morris Hall, New York U. School of Commerce.

April 22: AP Broadcasters regional meeting (Virginia, Maryland-District of Columbia, West Virginia, Pennsylvania-Delaware AP groups), state and joint sessions, National Press Club Auditorium, Washington, D. C.

April 23: Oral argument on Denver TV Ch. 4 before FCC *en banc*, 10 a.m.

April 23-24: NARTB, TV Code Review Board, San Marcos Hotel, Phoenix.

April 23-25: American Assn. of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 27-May 1: Society of Motion Picture and Television Engineers, 73rd semi-annual convention, Statler Hotel, Los Angeles.

April 28: Transportation and communication luncheon, 41st National Chamber of Commerce meeting (April 27-28-29), Washington, D. C.

April 28-May 1: NARTB Convention, Biltmore Hotel, Los Angeles.

April 28-May 2: National Television News Seminar, co-sponsored by Radio-TV News Directors Assn. and Northwestern U.'s Medill School of Journalism, Orrington Hotel, Evanston, Ill.

April 29-May 1: Electronics Symposium, Shakespeare Club, Pasadena, Calif.

April 30-May 2: Annual convention, American Women in Radio and Television, Atlanta Biltmore, Atlanta.

May 1-3: Fourth District of Adv. Federation of America convention, Floridan Hotel, Tampa, Fla.

May 2: Southwest Journalism Forum, Dallas, Texas.

May 9: Middle Atlantic District, Catholic Broadcasters Assn., meeting in the Hotel Denis, Atlantic City.

May 18-21: Electronic Parts Show, Conrad Hilton Hotel, Chicago.

May 19-21: Annual convention, Pennsylvania Assn. of Broadcasters, Bedford Springs Hotel, Bedford, Pa.

May 22: Annual convention, Nebraska Broadcasters Assn., Clarke Hotel, Hastings.

May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting, Rice Hotel, Houston.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, New York.

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editorials

NARTB's 31st

SCAN the agenda for the NARTB convention in Los Angeles April 28-May 1 and you'll be hard put to find a single burning issue.

No talk about rate cuts, no rump movements, no dissatisfaction with management, no labor crises—not even a good old-fashioned embroglio with the FCC.

But any notion that the 31st annual convocation of the nation's radio and television broadcasters will be a dull, listless session is just as quickly dispelled by the same agenda. It is loaded—but not with negative block-busters. It is a "how to" agenda in all facets of broadcast operations.

Nothing could be healthier. It speaks eloquently for NARTB's management. It demonstrates resourceful planning and hard work by the convention committee headed by Clair McCullough and the NARTB staff. It is as much of a "must" convention as any in NARTB's hitherto tumultuous history.

Broadcasting is bigger business than ever. Television has added the new dimension. It behooves every station operator to be on hand to get it at first hand.

Dangerous Nonsense

THE FCC's legal staff, still dominated by the left-wing of the old New Deal, is about to throw at an unsuspecting broadcasting fraternity a solar-plexis punch that could bring economic ruin to hundreds of television applicants.

It is using the back door in an effort to give the newcomer preference over the established broadcaster in comparative bids for television stations. It is using the same techniques devised in other days to give any applicant preference over newspapers—a precept that still governs the thinking of the hold-over lawyers.

The under-cover thrust came in the exceptions filed by the FCC's Broadcast Bureau to the initial decision proposing to grant the vhf application of KLZ Denver over that of Denver Television Co., a newcomer. The Broadcast Bureau doesn't protest the final conclusion—that KLZ should be granted—but it proposes by legal dicta to have the FCC sanction the newcomer-preference thesis.

That the FCC itself has been taken in—so far—is evident from an order it issued April 3 in setting the KLZ-Denver TV case for oral argument on April 23. In its public notice the FCC said that "prompt implementation of its hearing procedures is required for the purpose of establishing policy guides in the disposition of comparative television proceedings."

Thus, if the Broadcast Bureau contentions prevail, these would become those "policy guides" in all future decisions. It is important that this is the first hearing case to come up for decision since lifting the freeze.

The anomalous situation here is that the KLZ application unquestionably will be granted. Obviously KLZ cannot protest the dicta in the ruling, since it would be at war with itself.

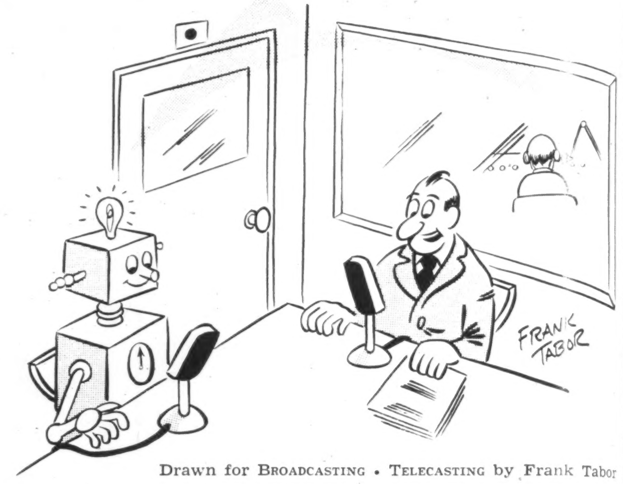
The Broadcast Bureau, after agreeing with the examiner's preference of KLZ, then holds that the examiner erroneously refused to consider "the question of the diversification of media of mass communication and diversity of ownership of broadcast interests" arising from Aladdin's (KLZ's) ownership of an AM and FM station in Denver, as well as the radio interests of officers and directors of KLZ. It goes into the "general question" of diversification by citing the newspaper history, concluding that other factors being equal the non-newspaper applicant has been favored.

Then the Broadcast Bureau pontificates:

> **Since the Commission has decided that diversification of control of media is desirable, the marked difference between the two applicants on this score cannot be ignored. Thus, a grant to Aladdin would concentrate in it three powerful media in the community for the communication of fact and opinion. On the other hand, a grant to Denver would bring a qualified newcomer into the broadcasting field. Not only would Denver constitute a new source of communicating fact and opinion, but it would broaden the base for diversified programming.**

There the precedent would be established. It is a departure from usual FCC procedures. When broad questions of policy have been approached in the past, it has been customary to hold general hearings on pre-announced issues.

That should be the procedure here, if indeed there's any question at all about diversification. That the licensed broadcaster should have a strike against him is contrary to past principles.



Drawn for BROADCASTING • TELECASTING by Frank Tabor

". . . and now, another interview on Science Marches On. *Our guest in the studio today . . ."*

The question of diversification can't be decided by dicta. Each case must stand on its own. The Broadcast Bureau's project is mischievous nonsense. It shows open hostility to existing stations. It is a complete reversal of normal processes. Broadcasters deserve and have earned the first opportunity to advance the television art.

Thus the April 23 oral argument isn't a localized Denver case. It involves the future of the licensed broadcaster.

One for All

EVENTS of recent weeks suggest that a tragic number of radio broadcasters are bent on financial suicide by the slow, painful and certain method of indiscriminate price-cutting. At this point the process of self-destruction seems as demented and as inexorable as the legendary march of the lemmings to the sea.

A month ago, General Mills offered to place saturation spot campaigns on stations that would grant volume discounts lower than those on their rate cards. Enough stations agreed to arouse what should have been a wholly expected reaction among other advertisers. Whitehall Pharmacal asked for—and from some stations got—an extra 10% discount on a summer-long spot schedule. After that the William Esty Co. circularized station representatives to find how many of their stations would grant similar discounts to Esty clients, and at least one other agency, Couchman of Dallas, followed suit on behalf of one of its clients, Fant Milling Co., which competes with General Mills products.

Certainly no broadcasters should be surprised by this chain of events. It would be utterly stupid of one customer not to demand the same terms accorded another. In a sense, the Esty and Couchman actions constitute a service to radio, for they emphasize a growing problem that needs emphasis.

This is not a problem of reducing published rates. It is a problem of ignoring published rates. If the problem is not satisfactorily settled, there will be little to distinguish radio's business practices from those of the wandering rug merchant.

We do not presume to know whether, in today's market, any rate charged by any radio station is either too high or too low. That is a matter for determination by each station individually. We do believe, however, that whatever pricing structure is adopted and announced by any station should be the pricing structure under which it does business, and it should apply equally to every account.

Rates are not inflexible. They may be changed when circumstances warrant. If those stations that are taking the General Mills plan believe it good business to do so, they have an obligation to revise their rate cards to accommodate the new discounts. To deal with General Mills off the card is to invite suspicion and distrust from all other sponsors. When sponsors become distrustful of prices on a number of stations, they can hardly be counted on to retain confidence in the radio medium as a whole.

Talk about swaying!

But this is nothing compared with the swaying power of the mighty WLW Stations. The WLW Stations' reputation for swaying people and smashing sales records is tops in both AM and TV.

And here's why!

Because the WLW Stations have the talent.

Because the WLW Stations have radio and television's *only Client Service department*.

Because the WLW Stations cover a market area bigger and richer than the N. Y. market.

Which all goes to show you that the WLW operation is no small "lean-to" — but rather a giant advertising force that makes sales sway its advertisers' way!

Yes, when it comes to swaying, Crosley knows which way the *sales* wind blows!

As your ad dollar is spent, so your sales are inclined!

CROSLEY broadcasting corporation